65

BROADCASTING

combined with

Broadcast Advertising

Published Semi-Monthly • Vol. 5 No. 3

WASHINGTON, D. C.
AUGUST 1, 1933

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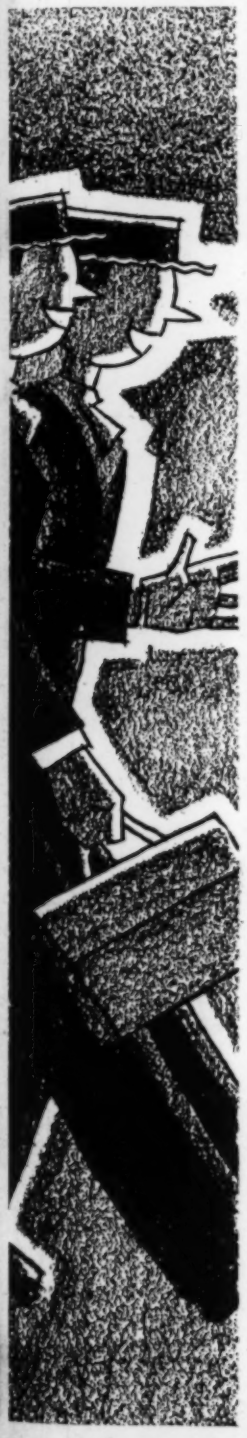


You're a Welcome Guest when you call with this *Invited Friend!*

GAINING entrée to the New York Market is like gaining entrée to a home. You can "break in". . ."high-pressure" your way in . . . politely knock . . . get in under the badge of authority . . .

But can any of these compare with the entrée you enjoy when you're escorted in by an invited friend!

You can have such an entrée to the 2½ million radio homes in the New York Metropolitan Area—through WOR.

WOR is invited daily into these homes because it brings programs that are worth listening to*—attested by the more than a million pieces of fan mail received during the past 12 months. WOR's program policy assures programs that are human—that are specifically of interest to homes in the New York area. WOR seeks always to enter these homes in a friendly spirit of good nature, good manners and good fellowship.

This is why WOR can do such a good job for you in introducing your product (or stimulating its sales) in the New York Market.

Facts? Certainly! Just drop us a line.

WOR

America's Leading Independent Station Serving Greater New Jersey and New York Metropolitan Area

BAMBERGER BROADCASTING SERVICE, INC.
NEWARK, NEW JERSEY

New York Business Office: 1440 Broadway
Boston Office: James F. Fay, Statler Building
Chicago Office: Wm. G. Rambeau, 360 N. Michigan Avenue

* Programs such as John Gambling's Gym Classes, Ford Frick's Sport Resumé, Red Lacquer and Jade, The Witch's Tale, Footlight Echoes, Eddy Brown (Violinist), Harlan Eugene Read, Choir Invisible, Your Unseen Friend, Uncle Don, Market and Halsey Street Playhouse, McCann Pure Food Hour, etc.

IN NEW YORK **WICKERSHAM**

2·2000

IN CHICAGO **WHITEHALL**

6000

WILL CONNECT YOU DIRECTLY WITH

RADIO

COMPLETE data from (and about) the radio stations listed on the right are no further than a local telephone call, in New York or Chicago. Radio Sales, Inc. has every detail you want on (1) Programs, (2) "Open Time", (3) Market Data, (4) Rates. These stations are dominant outlets of the COLUMBIA BROADCASTING SYSTEM. With the exception of the Don Lee stations on the Pacific Coast, they are all owned and operated by the COLUMBIA BROADCASTING SYSTEM. And they bring every advantage of NETWORK facilities and NETWORK prestige to your LOCAL program.

➡ . . . . MR. STARK*

➡ MR. STEPHENSON*

SALES INC.

485 Madison Avenue, New York City
410 North Michigan Avenue, Chicago

* Mr. Stark and Mr. Stephenson have information you want on your desk, when you begin thinking of radio: DEFINITE information on radio markets, radio programs and station service.

WABC NEW YORK CITY, 50,000 WATTS

WBBM CHICAGO, 25,000 WATTS

KMOX ST. LOUIS, 50,000 WATTS

WCCO MINN'PLS.-ST. PAUL, 50,000 WATTS

WJSV WASHINGTON, 10,000 WATTS

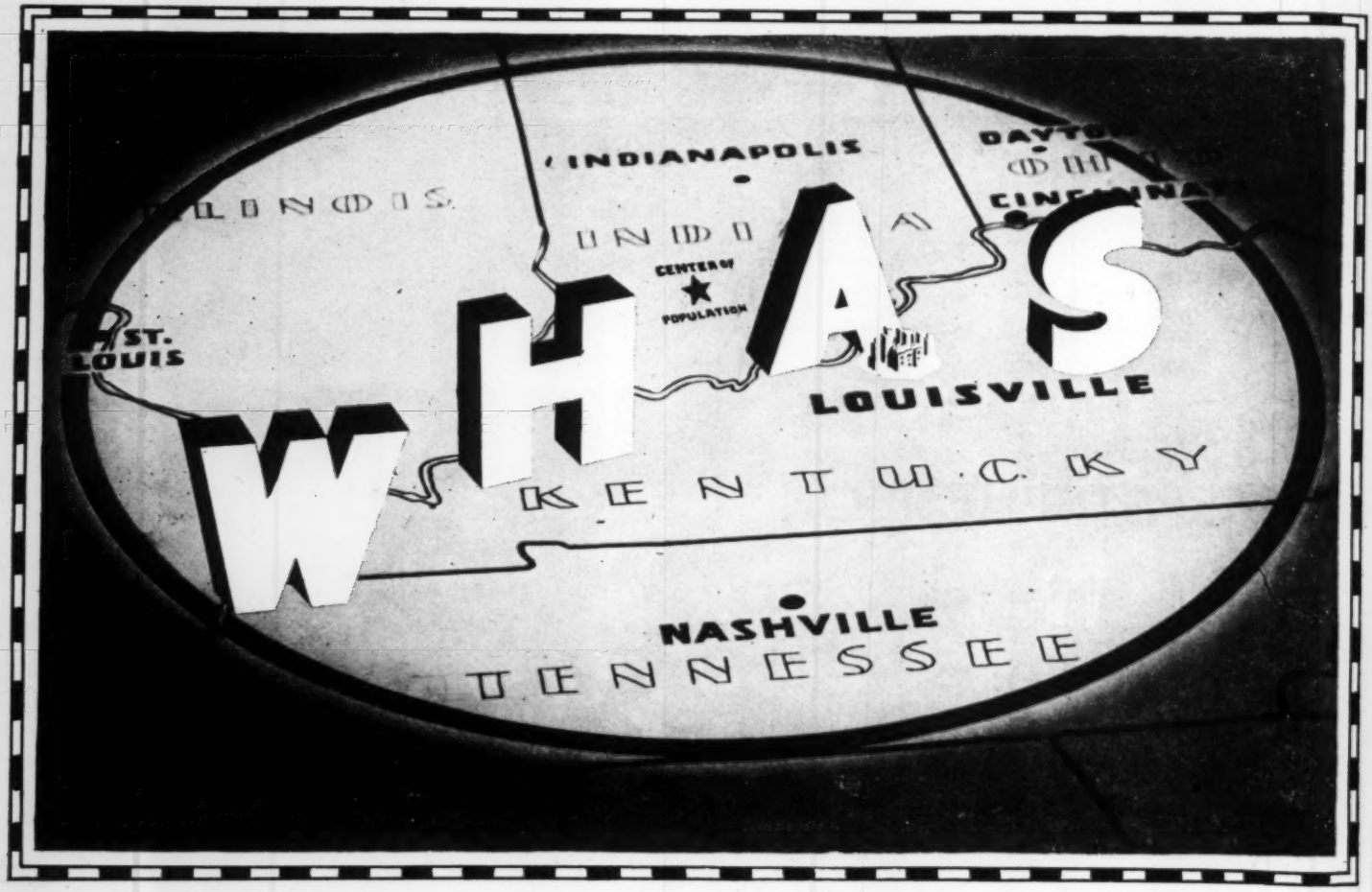
WKRC CINCINNATI, 1,000 WATTS

WBT CHARLOTTE, 25,000 WATTS

WPG ATLANTIC CITY, 5,000 WATTS

DON LEE BROADCASTING SYSTEM

Radio Knows No Boundaries



25,000 Watts In the Heart of the Middle West

Closest High Power
CLEARED CHANNEL
To the Center of Population

820 KILOCYCLES • 365.6 METERS

CONTINUOUS TIME

Through WHAS and WHAS alone, your radio message can be broadcast throughout one of the richest and most responsive markets of the nation.

For more than eleven years this station has served regular listeners in Kentucky, Indiana, Illinois, Ohio and Tennessee with choice radio programs. Your message will reach hundreds of thousands of listening buyers at a single low cost if broadcast over WHAS. Specify this station on your schedule.

Affiliated With COLUMBIA Broadcasting System

Represented Nationally By EDWARD PETRY AND COMPANY
17 E. 42d St., New York City — Wrigley Bldg., Chicago — Russ Bldg., San Francisco

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BROADCASTING
and
Broadcast Advertising

VOL. 5 NO. 3 WASHINGTON, D. C. AUGUST 1, 1933 $3.00 PER YEAR—15c A COPY

Radio Plunges Into Recovery Campaign

Business of Broadcasting Expected to Back President; NRA Offered Facilities; Advertising Boom Seen

EVERY element in the business of broadcasting—and that includes agencies, stations and allied enterprises as well as the world of industry generally, whether or not it uses radio—becomes immediately and vitally affected by President Roosevelt's gigantic industrial recovery program.

Launched auspiciously by the President himself in a nation-wide radio appeal to the people July 24 over a combined hookup, the campaign has as its objective universal agreement by all employers in all lines of business to create more jobs and bring back prosperity with speed and dispatch. It is designed to make effective, in a preliminary way, the project of the National Recovery Administration to bring all industry into line by eliminating unfair competition, creating jobs, returning to a sound prosperity through raising wages and limiting the hours of labor.

Advertising Boom Seen

WITH the impetus given to all industry, particularly the commodity groups, by the recovery campaign, prospects are bright for an unprecedented surge of advertising in all media, especially radio. Through the enforced exodus of the "gyp" from business by the minimum wage and maximum hour requirements, under codes being drafted with NRA approval, each industry is placed on a fair competitive basis as to production and selling costs. Thus, competitors in each industry must rely on their resourcefulness in extolling the merits of their goods and services to win out—and that means advertising.

The spur to radio business already has been reflected in new and renewal accounts of stations and networks for the fall. The $3,300,000,000 public works program, which President Roosevelt calls the "granite foundation" of his recovery drive, also will make available funds to the basic commodity industries which will inevitably be reflected in greater purchasing power for the masses and greater advertising efforts. All things considered, indications are that radio business this fall in all its phases will eclipse every previous record, with sell-outs of evening time already foreseen on the networks.

How the President's blanket code will effect individual radio enterprises can best be determined locally by a thorough study of the official form setting forth the terms of the agreement. These have been distributed to every employer of two or more persons through every local postoffice in the country.

The official reaction of the broadcasting industry to President Roosevelt's appeal was expressed in a statement issued immediately thereafter by Alfred J. McCosker director of WOR, Newark, and president of the NAB, and addressed at once to all NAB members over his signature and that of Philip G. Loucks, NAB managing director. It reads as follows:

> **"The President's reemployment agreement has the complete endorsement of the National Association of Broadcasters. In view of the fact that patriotic and humanitarian considerations are the basic factors, we believe each member should arrive at individual determination concerning signing of the agreement."**

The publicity campaign, with radio playing the predominant role, has been launched with the aim of having some 7,000,000 employers throughout the country conforming to the blanket code by Sept. 1. After that time, codes of fair competition will be in order for all industries and trade groups, to be worked out with General Hugh S. Johnson's recovery administration.

SIGN OF THE BLUE EAGLE—This is a facsimile of the design of the official badge to be issued by Uncle Sam to all employers—including agencies and broadcasters and related enterprises—who sign the Reemployment Agreements with the President that have been made available by the National Recovery Administration through local postmasters in all communities. In the official design, the letters NRA and the words "We Do Our Part" are in red; the eagle and the words "member" and "U. S." are in blue; the background is white.

"For the public to do its part," the National Recovery Administration states, "it must know which employers have done their part to put our people back to work by making these agreements with the President and by codes. Every industry and every employer who has agreement with the President on this plan, or who has approved a code covering the vital subject of reemployment, will be enrolled as a member of NRA and given a certificate and a government badge showing the seal of NRA and the words: 'Member NRA. We do our part.' It will be authorized to show this badge on all its equipment, goods, communications and promises. Lists of all employers authorized to use this badge will be on file at all postoffices, so that any misrepresentation by unauthorized use of NRA badges can be prevented."

Radio Offers Facilities

THE PLEDGE of wholehearted cooperation of the broadcasting industry in the compaign was made in behalf of all NAB member stations by President McCosker. NRA has been offered free run of the ether over all member stations, and the networks have promptly agreed to the practically unrestricted use of their facilities to further the campaign.

Advertising organizations likewise have placed their facilities at the disposal of NRA. Edgar Koback, president of the Advertising Federation of America and vice president of the McGraw Hill Publishing Co., on July 24 tendered the services of the organized advertising interests of the nation and pledged full cooperation in publicizing and advertising the campaign.

Regarding the blanket code, it has been made abundantly clear that any person or organization signing the agreement with the President automatically becomes subject to the jurisdiction of NRA in the ultimate working out of a code of fair competition covering his particular industry and to whatever regulations are prescribed by General Johnson. The President states in a preface to the agreement that "if it turns out that the general agreement bears unfairly

on any group of employers they can have that straightened out by presenting promptly their proposed Code of Fair Competition".

The blanket agreement was promulgated under the authority of Section 4a of the National Industrial Recovery Act. The penal provision in that act prescribes fines of $500 or five years imprisonment for its violation, once an industry becomes subject to its provisions through the filing and acceptance of a code.

Broadcast Group Named

THE PART broadcasting will play in the publicity campaign was agreed upon on the very day that President Roosevelt made his nation-wide radio appeal. Upon receipt of word from Frank R. Wilson, chief of the NRA organization division requesting the support of radio, President McCosker immediately called a meeting in Washington.

An advisory committee on radio broadcasts was appointed by NRA. It consists of President McCosker, F. M. Russell, NAB Washington vice president; H. C. Butcher, general manager, WJSV; Philip G. Loucks, NAB managing director, and Martin Codel, publisher, BROADCASTING. This committee met July 24 with William B. Dolph, in charge of the administration's broadcasting activities, and promptly worked out the far-reaching radio campaign, which includes covering the country via networks, independent stations, transcriptions and spot bulletin matter.

Mr. Dolph, who is a brother-in-law of Herbert L. Pettey, secretary of the Radio Commission, has just come to Washington to take charge of the radio details of the general publicity campaign directed by Charles Horner, who was the war-time Liberty Loan drive's chief propagandist for the government. Mr. Dolph is a native of Kansas City, but he comes to Washington from Oklahoma City where he had charge of Oklahoma territory for RCA Photophone.

Program Sponsors Enlisted

IT WAS agreed at the meeting that all stations should cooperate closely with their local committees, now being organized, by providing time to speakers officially designated by such committees. Efforts will be made to have program sponsors, over network as well as local stations, interject a line about the recovery program and the blanket agreement in their commercial credits.

Present plans call for the "main attraction" speeches by federal officials over the networks. They will report the progress of the campaign in speeches to be given periodically over the several NBC and CBS networks individually or in combination according to the importance of the speakers and their messages. Suggestions by Mr. McCosker that transcriptions be used over non-network stations as a part of the federal end of the drive and that the telephone companies be asked to do their bit by making available land lines to non-network stations as a means of giving widest possible circulation to the announcements from Washington are being pursued by Mr. Dolph's organization.

NRA RADIO CHIEF—William B. Dolph, of Kansas City, has been appointed to handle radio details of government's recovery campaign.

Material for the campaign, including suggested squibs for use in sponsored programs, will be prepared by a special corps of writers under Mr. Dolph. In addition NRA will send to all cooperating stations material for broadcasts as well as suggestions as to how the material can be used.

"Obviously," President McCosker wrote all stations, "the committee has spoken for members of the NAB, promising both the letter and spirit of cooperation with the administration.

"As President of the NAB I urge you to fulfill the promise made by the association to the administration and to support enthusiastically President Roosevelt's recovery program with the zeal heretofore demonstrated by broadcasters in efforts of great public interest."

Along with the letter asking the cooperation of stations on the publicity aspect of the campaign, Mr. McCosker and Mr. Loucks informed the membership of the steps being taken with respect to broadcasting's position as an industry under the code. An honor roll of stations signing the blanket agreement will be established and forwarded to NRA. This list will be published in succeeding issues of BROADCASTING as the stations sign the agreement.

Labor Conditions Checked

TO GAUGE the responsibility of the broadcasting industry with respect to NRA code operations, President McCosker July 25 named a committee comprising himself, as chairman, G. A. Richards, WJR and WGAR, and Messrs. Russell, Butcher and Loucks. A questionnaire is being sent to all stations relative to hours of labor, wages and employment for all classes of employes.

The results of this survey will be used as a basis for determining how a code of fair competition can be adapted to conditions in the broadcasting industry, particularly in the light of the minimum wage and maximum hours terms of the blanket code. It is presumed that virtually all stations will have fallen in line on the blanket code by that time.

Any conclusions reached by this Committee, it was emphasized,

(*Continued on page 22*)

Petersen Joins Chicago Agency as Radio Chief

M. H. PETERSEN, assistant sales service manager of the NBC central division, on Aug. 1 becomes director of the radio department of Blackett-Sample-Hummert, Inc., Chicago agency. He is one of the most widely known men in radio executive circles in the middle west. He joined NBC in August, 1929, as agricultural press representative and a year later was placed in charge of agricultural sales. Shortly thereafter he was made assistant sales manager of the Chicago division and early this year when the sales service department was organized was made assistant service manager. He has handled a number of the largest NBC accounts in the central division, including Pepsodent, Palmolive, Pabst Blue Ribbon, Sinclair and Crazy Water Crystals.

Chicago Utilities Take Time on Five Stations

ONE OF THE largest local radio campaigns in the Chicago territory got under way July 20 when the Peoples Gas, Light and Coke Co., with its affiliates, the Public Service Company of Northern Illinois and the Western United Gas and Electric Company, purchased time on five of the major Chicago stations. The account has been apportioned as follows: WGN, one-hour musical record program each weekday morning, two time signal announcements, one weather report and varied spot announcements daily, contract to run 52 weeks; KYW, seven time signals in day and evening spots, to run for six weeks; WBBM, 10 chain breaks and weather announcements daily for 52 weeks; WENR, one weather report at 10:30 p.m., daily except Saturday, for six weeks; WMAQ, six time signal announcements daily for six weeks.

On card rates the account runs between $1,500 and $2,000 a week. Lord & Thomas, Chicago, handles the account. James Simpson is president of the utilities, having succeeded Samuel Insull. In addition to the foregoing radio schedule, the Commonwealth Edison Company, related to the group, has been sponsoring a half-hour symphony orchestra program over WENR each Sunday night for the last three years. This, it is understood, will continue.

Tangee Goes Spot

GEORGE W. LUFT Co., New York (Tangee lipstick) on July 24 began a test campaign with five 5-minute transcriptions weekly featuring Kay Parker, former Broadway actress, in talks on her beauty observations in Hollywood. Stations employed in the 52-time test are WOR, WBBM, WCAU, KHJ and KFRC. Cecil, Warwick & Cecil, New York agency handling account, sent Miss Parker recently to Hollywood, and her programs are produced there by Earnshaw-Young, Inc. The New York agency on July 20 also began a special half hour weekly studio program titled "Tangee Musical Dreams" over WLW, which J. R. Warwick went to Cincinnati to help produce.

Rules on Security Advertising Drawn

Trade Commission Head Says That Act Applies to Radio

REGULATIONS to govern the advertising of securities on the radio, in newspapers and in other media are being drafted by the Federal Trade Commission pursuant to the terms of the Securities Act of 1933, it was announced at the commission July 22. Simultaneously, Chairman March of the commission disclosed that an aggressive campaign against high-pressure selling of questionable stocks by radio, as well as by other media, will be undertaken.

Inquiries received relative to the responsibility of the advertising medium for fraudulent statements made by securities advertisers led to the decision to prepare definite regulations to govern advertising. The regulations probably will be issued within a week.

Mexican Stations Hit

CHAIRMAN March declared that several reports of alleged wildcat stock schemes being promoted over stations have come to the commission's attention. He indicated that a number of the broadcasts complained about were over "privately owned stations in Mexico." He referred to the border stations which have been the source of much grief to American stations because of interference, and which are the subject of discussion at the current North American conference at Mexico City.

"There is no question about jurisdiction of the Commission over such cases", Mr. March said. "While it is not mentioned by name in every applicable section of the Securities Act, the radio, as a means of interstate communication, clearly would come within the meaning of the act as definitely as do the United States mail service, the telephone and the telegraph.

"We have received complaints about the broadcasting of sales talks on unregistered securities, some of them undoubtedly worthless, and we are going right after the offenders in every case."

Regulations Being Drawn

"SINCE the fundamental purpose of the act is to provide the public with truth about investments offered on the market, it is necessary for the commission to look with care into the radio selling and the security advertising problems which are involved.

"We have had a number of questions about our authority over advertisements dealing with securities. The commission is now engaged in drafting a rule covering this matter and we expect to be ready before many days with a specific announcement of our regulations."

The commission earlier this month issued regulations covering the registration of securities and the handling of prospectuses, including all forms of advertising of the latter.

STRUCK by lightning, WDOX, Mobile, Ala., has secured permission from the Radio Commission to sign off from July 21 to Sept. 10 to renovize the station.

Does a Studio Audience Spoil the Program?

By ELLIOTT McELDOWNEY
Director of Advertising and News
Cities Service Company

Advertisers Seen Overlooking Primary Appeal to Homes With Listeners Resenting Applause and Pantomime

THE TAIL is beginning to wag the dog in radio entertainment, this advertising executive believes, and advertisers are being lead astray from their primary objective by comedians or musicians who insist upon having the atmosphere of a theater when they appear before a microphone. Looking at these programs, which are frequently interrupted by applause or raucous laughter, from a listener's point of view, Mr. McEldowney says they encourage one to twirl the dial to other programs. Listeners don't enjoy that "left-out-of-it" feeling, nor do they want to miss gags because of guffaws or musical notes on account of applause.

HAS RADIO forgotten its aim—that of bringing entertainment, pleasure and education into millions of homes? And at the same time, *selling* the product to these same millions?

I'll say yes. Here is why. Let's go back about two years—an eon as radio goes—and remember what the average broadcast was like.

You and I sat down before our sets, snapped a switch button and listened to the program. It was directed to us. Every end, every aim of the program was pointed at us. *We* were the individuals the advertiser and the artist were striving to reach to the exclusion of everything else. The whole show was for us. We enjoyed it since it seemed an exclusive performance for an audience of one.

The Good Ole Days

AT THE studio there was a constant air of tension. Demon noise must be thwarted. There must be no untoward sounds creeping into the little black box. Large signs reading "Silence" were everywhere. A quick, hushed whisper through cupped hands or sign language was the means of communication. A sneeze or cough had to be suppressed. The small audience was warned against the s l i g h t e s t rustle. This tomblike silence had two purposes. The performers and musicians w o r k e d undistracted, smoothly swiftly, efficiently. That program reached me as it was broadcast with all its original clarity and snap.

Today—what a difference! You and I are radio's forgotten men. Many of the big, important programs are crowded with spectators. There are tickets, printed programs, ushers. The program, it appears, is put on for this visible audience of a few hundred people with seats in the front row. And 60,000,000 home folks in the invisible audience are out of it. They've all gotten seats in the gallery behind a post.

Today, if you want to enjoy a broadcast, you've got to be there in the studio. Otherwise you'll miss the excruciatingly funny costumes the comedians wear; you'll miss the comic little gestures; the sense of intimacy with the radio stars. In fact, you'll pretty nearly miss the whole thing.

All Laugh but Listener

I KNOW—because I've tuned in the radio on one of my former favorite programs. What did I get? A dash of theme song—then an ear-shattering burst of applause, prolonged and disturbing. What's happened? Well, I don't know, but it's my guess that the star of the show has appeared and is being greeted by ringing salvos of applause, and loud, raucous laughter from the lucky few hundred who charged in on Annie Oakleys.

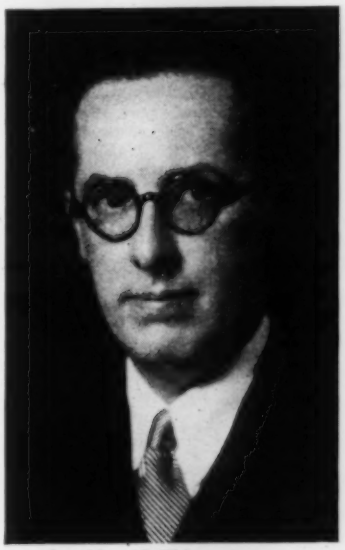
Then the announcer comes to my rescue. He tells me what has gone on. In glowing terms he recounts how the audience is rocking with mirth at the appearance of the gag artist; and how terrifically comical is his costume. Why—even the bored announcer himself has to chuckle at it!

I don't chuckle. I can't. I can't see anything and so it's not very amusing to me. In fact, I'm slightly bored and wish they'd get on with the show.

Hokum and Hokum

FINALLY, my patience is rewarded. The comedian does his stuff. Then suddenly at the end of what to me was not a particularly funny remark, there's another burst of applause, another round of laughter. That means as I learn next day from a friend who was there, that the comedian, sensing his joke didn't get over, bent down while his straight man whacked him in the pantaloons. Good hokum for the invited guests—pure hokum for me. Thus the show goes on but I'm out in the cold. To blazes with that program from now on. That advertiser doesn't need me to listen. He's got his audience and it figures out about one-ten-thousandth of the potential listeners.

Some very famous and beloved comedians state they can't work without a visible audience. With an audience before them, they could, they said, be more natural; could cue their laughs. Humanizing broadcasting, I believe it's called. Coughs, sneezes, raucous laughter and horny-handed applause give life to the show. Yes,



Mr. McEldowney

it gives life — and also gives me boring stage waits, and a stiff pain in the neck.

I can recall one pair of comedians who don't seem to need an audience—in point of fact, never allow anyone to see them broadcast. Yet over a period of years they've been more successful than most. Of course, it's Amos 'n' Andy. There are others, too. They are advertisers and performers who still believe that radio is predicated on one thing—illusion. And who believe that when that illusion goes, all goes.

Applause Drowns Music

THEN—to let up on comedians for a minute—there are the musical programs. I heard one the other evening featuring a big name orchestra. There was a group of three songs, with a vocal interpolation in each. Directly the vocalist had finished, the generous, warm-hearted audience gave them a great big hand. I know they enjoyed this appreciation. But, for an uncomfortable number of seconds, I couldn't hear the band. Harmony sank in a sea of hands.

It seems to me that were I to aspire to become an artist, I would learn something of the technique of painting. If our stars of the stage want huge salaries to broadcast, it wouldn't be difficult for them to learn microphone technique.

Another fatal danger in playing to our little select visible audience is that the performer is consciously inclined to select those jokes which are most likely to appeal to a metropolitan audience. Not that most New Yorkers aren't much the same as most Kansans, but Broadway has a twist of humor all its own—a brand not thoroughly appreciated across the Hudson and points west.

Give the Program Back

MY PLEA, then, is—if you don't want to get your invisible radio audience hot under the collar, give their radio programs back to them. If there's a laugh in the show, they'll laugh. They don't need a reminder. If they like the music, they'll applaud by tuning in on your program again next week, and by purchasing your product next morning. That's the sweetest, most appreciative audience I can imagine.

Let me mention our radio program as a case in point, simply because it is the one I know most about. If you're going to have an audience keep them as quiet as the 60,000,000. In our Cities Service program we have a studio audience. Yes, and 200 to 250 of them every week, too, with tickets exhausted for eight weeks in advance. But you, in your home, never know it. They're in the same boat with you. They can't talk back. Before the performance begins, our announcer tells them something about the company, about the performers, about the studio itself, and asks them to enjoy themselves but please not to applaud. Thus the Cities Service broadcast is devoted completely to its unseen audience—the country at large. For, of course, it's to this audience we sell our petroleum products, and not solely to the studio audience. If our artists feel the urge for exhibitionism (a not uncommon failing in actors) they can strut over the air where it will do the most good—not inside the studio.

Cities Service Company celebrates its seventh year on the air this summer. It is one of the ancients. In all that time we've never

(*Continued on page 22*)

Review Committee Broadens Powers

Advertisers Who Balk Still Subject to its Decisions

UNFAIR advertising practices of advertisers who refuse to submit to the rulings of the Advertising Review Committee, organized by advertisers, agencies and representatives of media, will nevertheless be reviewed and ruled upon and subsequently publicized by the National Better Business Bureau, according to a recent revision in the plan of operation.

The method by which the review committee will operate is as follows: If a complaint to the National Better Business Bureau involves alleged violation of the advertising code adopted by the review committee which the National Better Business Bureau believes violates that code, the latter will request the advertiser to desist. If he does not or does not agree with the bureau, he may obtain a hearing by the review committee on the alleged violation.

Enlists Law Agencies

IN THE EVENT of an advertiser declining to discontinue a practice which the National Better Business finds, upon investigation, to be unfair and also declining to appear before the review committee, the operating plan provides that the review committee may consider all the evidence upon which the bureau bases its opinion and may make a decision. The practices of the offender may then be called to the attention of law enforcing agencies if it is believed that the practices violate the law and to the attention of the business world generally.

With this revision, the plan of operation of the review committee is now ready to be put into actual use. The review committee is designed to interpret and apply the code which classifies the following practices as unfair to the public and tending to discredit advertising:

1. False statements or misleading exaggerations.
2. Indirect misrepresentation of a product or service through distortion of details, either editorially or pictorially.
3. Statements or suggestions offensive to public decency.
4. Statements which tend to undermine an industry by attributing to its products, generally, faults and weaknesses true only of a few.
5. Price claims that are misleading.
6. Pseudo-scientific advertising, including claims insufficiently supported by accepted authority or that distort the true meaning or application of a statement made by professional or scientific authority.
7. Testimonials which do not reflect the real choice of a competent witness.

Radio representatives on the committee are H. K. Boice, CBS and G. F. McClelland, NBC.

BERT LAHR, who has been substituting for Eddie Cantor on the Chase & Sanborn Coffee program Sunday nights on the NBC-WEAF network, has signed a 65-week contract with Best Foods Corp., New York, which sponsors the coffee hour and other radio programs.

THE PRESIDENT BROADCASTS

Confronted With Mikes, Cameras and Radio Engineers, Roosevelt Pauses for Glass of Water

AN INSIDE account of President Roosevelt broadcasting his messages to the American people from the oval room of the White House was published July 26 in the WASHINGTON POST under the by-line of Robert D. Heinl, radio editor. It dealt with the President's Industrial Recovery appeal to the public on Monday night and his address to the Governor's conference at San Francisco, via radio lines, the following night.

Explaining that the Chief Executive was seated at his specially constructed broadcasting desk in the small diplomatic reception room on the basement floor of the White House, Mr. Heinl added:

"Standing at either side of the broadcasting desk were Carleton Smith, NBC announcer, and Bob Trout, of Columbia, each having a microphone on a stand in front of him. Aimed at the President were four huge sound picture cameras heavily blanketed with portions of old quilts to suppress the noise. Formerly the sound picture men had tried out the experiment of photographing the President from glass-inclosed booths, but the old quilts proved more effective in keeping down the noise.

"Also pointed in the President's direction were about five cameras for still pictures. The room was cluttered with all sorts of portable electrical apparatus and the floor was strewn with electric cables leading to the President's desk.

"Lining the room facing the President and watching his every move, or standing at their machines, were at least 20 to 25 radio engineers and sound and still photographers."

An amusing incident of the Monday night address, delivered while the temperature stood at 90 degrees, is recounted. While talking in a matter-of-fact way, the President suddenly burst forth with "Where's that glass of water?"

After a moment's pause, during which time the water was furnished and consumed, he explained to the radio audience: "My friends, it's very hot here in Washington tonight."

Following the broadcast he asked Harry Butcher, Washington CBS representative: "Was it all right for me to have said that about the glass of water?" He was assured it was quite all right.

Among the broadcasting representatives present during the broadcast were Alfred J. McCosker, president of NAB; Isaac Levy, of WCAU, Philadelphia; Norman Siegel, radio editor of the CLEVELAND PRESS, and Harry Butcher and Ted Church, of CBS.

President Roosevelt Broadcasts

18 Stations Carry Tarzan for Heinz

EIGHTEEN stations are now carrying "Tarzan of the Apes", American Radio Features Syndicate transcription series, for the H. J. Heinz Co., Pittsburgh. They are: WSB, WNAC, WBEN, WGN, WLW, WTAM, WHO, CKLW, WTIC, KMBC, WHAS, WCCI, WSM, WOR, WCAU, KDKA, KMOX and WJSV. Maxon, Inc., Detroit, handles the account.

In addition, the Signal Oil & Gas Co. of California, Los Angeles, has been using the "Tarzan" series since last September on 11 stations: KFWB, KPO, KDB, KGB, KFXM, KXO, KERN, KOIN, KJR and KIT. This sponsor has 72,274 listeners enrolled in the Tarzan Club in California alone.

Other sponsors using the same transcription series in various parts of the country are: Reed Tobacco Co., Richmond, Va., on WRVA; Merchants Biscuit Co. on KLZ, Denver; Collin Country Mill and Elevator Co. on WFAA, Dallas; Andresen-Ryan Coffee Co. on WEBC, Duluth, Minn., and Pepsodent Company in Sydney, Australia.

"By-Line" for Agencies Rejected by Networks

A PROPOSAL from the agency ranks, generally attributed to the McCann-Erickson Co., that agencies carry a "by-line" or identifying announcement of themselves in the sponsored programs they handle, has been rejected by both NBC and CBS as a matter of policy.

NBC's explanation is that inserting the name of the agency was proposed as a copy idea before the A.A.A.A. about 15 years ago and turned down and that there has been no general tendency toward it since then. CBS has allowed McCann-Erickson to identify itself on a local program it handles over WABC, New York, but not on the network.

Network officials maintain that adding the name of the agency to that of the sponsor would not only be contrary to general copy practice but might not be well received by the listening public.

A NEW radio fan magazine, RADIOLAND, is being introduced on the news stands by Fawcett Publications, Inc., Minneapolis. Frederick J. Smith is editor.

General Motors Starts Broad Campaign Using Nets and Transcriptions

USING various networks together with transcriptions in a giant radio campaign designed to reach the day farm and home audience as well as the night audience, the Buick-Oldsmobile-Pontiac Sales Corp. of General Motors was slated at the end of July to start three different network series and one on transcriptions over an aggregate of at least 100 stations.

Buick on July 31 started a Monday night Variety series with Gus Haenschen and orchestra, Ohman and Arden piano team, Conrad Thibalt, baritone, Arlene Jackson, soprano, the Songsmith Male Quartet, the Nightingale Girls Trio, Arthur Boran, impersonator, and Graham McNamee, over a nationwide NBC-WEAF network, 9:30-10 p.m., EST.

Oldsmobile on Aug. 1 is to start a Tuesday and Thursday night series with Leon Belasco's orchestra, Barbara Morrel, the Humming Birds and Ted Husing over a CBS network, 9:30-9:45 p.m., EST. Pontiac on Aug. 1 starts Vincent Sorey's orchestra and Don Ross in a Tuesday and Thursday daytime series on CBS, 1:30-1:45 a.m., EST, with a repeat program at 3-3:15 p.m., EST. Thirty-nine stations plus the Don Lee network will be used for each account.

To reach the farm audience in conjunction with CBS, World Broadcasting System is placing 26 five-minute transcriptions on forty-five network and non-network stations for Pontiac, ordering periods preceding or succeeding the best farm periods on the respective stations and time that will not conflict with the network broadcasts. Campbell-Ewald Co., Detroit, handles all accounts.

Noted British Agency Head Visits Son Here

F. P. JAMES, noted English sports and political cartoonist and head of F. P. James Advertising, Ltd., of London, arrived in New York July 28 for a month's visit with his son, E. P. H. James, NBC sales promotion manager. He was accompanied by his wife.

Though British radio permits no advertising, Mr. James is keenly interested in the subject. Due to the establishment of a powerful new commercial station at Athlone, in Ireland, and the use of existing radio stations in France, Mr. James is carefully watching the trend toward more commercialism in broadcasting in England.

It was while serving with the Royal Air Force during the war that Mr. James drew his memorable war cartoons, hundreds of which have appeared in the LONDON PEOPLE and LONDON STAR.

Christo Continues

"THE COUNT of Monte Christo" will continue on WOR, Newark; WBBM, Chicago, and KNX, Los Angeles, as a sustaining program, although the Forhan Co., New York (toothpaste) dropped sponsorship on July 28, according to Earnshaw-Young, Inc., producers of the popular radio play.

Art of Advertising Continuity Writing

New School of Trained Experts Seen Needed by Radio; Psychological Effect of Copy Key to Success

By GOMER BATH
Advertising Continuity Director
WMBD, Peoria, Ill.

COMMERCIAL announcements over the air have long ago ceased to attract attention merely because of the novelty of radio, yet many advertising continuity writers fail to grasp the fact, Mr. Bath asserts. As a result local copy is often wordy, redundant and composed of wholly uninteresting statements. The psychology of advertising and selling, in addition to a clarity and simplicity of language, must be applied to radio continuity if it is to be effective, and this requires specially trained experts.

Mr. Bath

THE MAJORITY of those who write radio advertising are as yet in a blissfully vague state of mind concerning the first principles of effective writing and speaking. This observation does not refer to the writers of the carefully prepared programs of some of the national advertisers on the networks and larger stations. It does refer to continuity writers, salesmen, announcers, managers and "jacks-of-all-trades" who are the authors of thousands of programs and "spot" announcements broadcast daily from several hundred radio stations in this country.

It is not the purpose of these remarks to bemoan the fact that an army of trained writers has not sprung up over night to meet the radio advertising problems. The purpose, frankly, is to call attention to the fact that there are as yet few competent continuity writers, that most of our announcements are crude and ineffective and that the radio industry is not yet conscious of these facts.

Novelty Days Gone

IN THE EARLY days of radio, the novelty of hearing the name of a product on the air was in itself a powerful factor in selling that product. Those days are gone forever. Today, something interesting and convincing must be said about that product, and most of us are amateurs at the business of preparing interesting and convincing material for broadcasting.

When Robert Louis Stevenson wrote, "The difficulty of literature is not to write, but to write what you mean; not to affect your reader, but to affect him precisely as you wish", he laid down a fundamental principle of advertising. The radio writer is faced with the added difficulty of having to affect his audience through the medium of an announcer's voice. But this we may consider a problem in advanced radio technic, the consideration of which should be deferred until we have mastered the elementary lessons. The first problem of radio advertising is the same as that of printed advertising, the problem of "what to say".

A Typical Problem

LAST JANUARY one of our salesmen brought in a contract for 13 announcements from a service station which specialized in brake and steering gear adjustments, wheel alignment and brake lining. The contract had been sold, of course, on the strength of the idea that something said about this service station 13 times on the air would bring returns in increased business greater than the cost of the advertising. If the announcements accomplished this purpose, the advertiser would gladly extend the contract for an indefinite period and the salesman would have established a profitable account. Obviously, the satisfaction of the advertiser and the success of the account depended almost entirely upon the composition and delivery of the announcements. Upon thousands of similar cases depends the ultimate success of the radio industry. Let us examine this particular one to see how the problem of "what to say" arises.

Mr. Blank, who owns the service station, has but the faintest conception of what constitutes a good radio announcement. His only thought is to broadcast as much information as possible about his business in the time allowed, and to get as much time as possible for the money he is spending. Mr. Blank thinks that the radio audience should be told about his fine equipment, his reputation for reliability, his reasonable prices, his address, his competent workmen, his guarantees and the various services he performs, such as brake and steering gear adjustment, brake lining and wheel alignment. He believes also that motorists should be warned about the danger of accidents caused by faulty mechanism and the unnecessary expense of neglected defects.

Salesman Accedes

BUSINESS is hard to get and the salesman is inclined to promise Mr. Blank almost anything. After all, the salesman reasons, the owner of the business ought to know what he wants to say to prospective customers. And so a notation of all the facts about John Blank's brake service is brought to the office and the salesman begins the task of putting this information together in such a way that the reading of it will bring motorists to the Blank brake service.

Now this salesman is not an advertising expert nor a continuity writer. But in our organization, the salesmen write their own copy. There exists here a feeling that those in direct contact with clients are in the best position to express the ideas of clients in advertising copy. After client and salesman have agreed upon an announcement, it is submitted to the continuity chief whose first function is to see that announcements are not too long, that they are grammatically correct, that they do not violate the dictates of good taste and that they are clean, legible and free from "tongue-twisters". These elementary corrections being made, the continuity chief is free to offer suggestions and advice to the author as to the general effectiveness of his copy. At that stage of the business, however, the author naturally feels a certain pride in his work and resents any radical changes. Moreover he has read it to his client who has agreed that it is good copy. And so for all practical purposes, the continuity chief is limited in his usefulness to correcting minor errors.

The Saleman's Copy

IN THIS particular case, the salesman, after writing his copy and conferring with the client, submitted the following announcement as the finished product:

In this slippery weather, you often bump into curbs, or slide into bumps in the street. Even a slight pressure may throw your wheels out of line. You can't see this . . . only a machine will tell you if your wheels are in or out of line.

You can't afford to be in doubt and besides, which way would you rather test your wheel alignment . . . by wearing out a set of front tires or by driving onto the Safety Lane equipment at the Blank Brake Service Company at 500 Main Street? You'll find out in a minute . . . and at no cost . . . the condition of wheels, brakes and axles. Mr. John Blank is one of the pioneer brake specialists in this vicinity. He *knows* what lining to use for every type of brake. He issues a written guarantee receipt on every brake lining job. Assure yourself of the best brakes, by visiting

(*Continued on page 20*)

ATTRACTIVE COMMERCIAL CREDITS

More Attention Should Be Given to Proper Placing And Interesting Form of Announcements

By BEN ROCKE
Rocke Productions, Inc.
New York City

EVERY RADIO show, to be successful, must have its high spot. From the audience angle—in a musical, it's the big ensemble number—in comedy, it's the laugh—in drama, the excitement. But, from the sponsor's angle, whether the show is music, comedy or drama, the real high spot, the big moment, the reason for it all, the very heart of radio—is the commercial credit.

In order to amuse the public, we must please the sponsor—for radio without the sponsor cannot exist. We can only please the sponsor by healthy gains on his sales chart. We can only create these gains in the few brief moments usually allotted to selling. A real selling effort should be handled in such manner as to be highly interesting and entertaining, in such manner as to predispose the listener in favor of the sponsor's product. However, a careful study of radio programs reveals that frequently this is not accomplished.

Common Weakness

BEARING in mind what has already been written, let's look over the common weaknesses of the commercial credit.

1—*Wordiness*—Announcer's blurbs that take up much time but really have little meaning.

2—*Excessively Formal Language*—This may be desirable for other media but it does not befit the spoken word.

3—*False Claims and Exaggerations*—"Best in the world", "sure cure", "ten years off your age", etc. True, exaggeration is effective, but much exaggeration defeats its own purpose. Frank and honest claims are the only safe course, if the sponsor hopes always to retain the public's confidence.

4—*Lack of Interest*—It is not easy to create commercial announcements of good interest value, but if the sponsor contents himself with a message of low interest value, he completely loses his selling opportunity.

5—*Attacking Competitors' Claims*—The radio audience is likely to side with the competitor or be suspicious of a sponsor who is ready to attack his competitors' claims.

6—*Vagueness*—Many claims are faulty in that no real point is scored. The message is merely a mass of words, smoothly put together, and delivered glibly, but saying nothing the audience wishes to hear and meaning nothing to the audience that stays tuned in long enough to listen.

Credit Hasn't Advanced

THE writer believes that one or more of the above points has

(*Continued on page 30*)

Spence Appointed Head Of NAB Meeting Group

Mr. Spence

EDWIN M. SPENCE, vice president and general manager of WPG, Atlantic City, on July 25 was named general chairman of the NAB convention committee for the 1933 annual meeting to be held at White Sulphur Springs, W. Va., Oct. 8, 9, 10 and 11. The appointment was made by Alfred J. McCosker, director of WOR, Newark, and president of the NAB.

A charter member of the NAB board, Mr. Spence has been general chairman of the convention committees for the last four annual sessions. Other members of the committee will be appointed after a conference between Mr. Spence and Philip G. Loucks, NAB managing director. Because of the tremendous importance of the White Sulphur Springs convention, with an unprecedented number of industrial and policy matters on the prospective agenda, it is expected the committee will be larger than usual.

Schedule of WBS Has Varied Talent

WORLD BROADCASTING SYSTEM, Hollywood office, with Pat Campbell in charge, has released its current production schedule, which includes six series which will be available to agencies or sponsors. Captain Don Wilkie, whose father at one time was chief of the U. S. Secret Service, has prepared a series with authentic stories from annals of the government. Wilkie, who is now heard on the NBC Pacific coast network each Sunday on Standard Oil program, will direct the dramatic series.

Al Jennings, reputed ex-bandit, will supervise a series of 15 minute episodes taken from his early life. Alex and Nat Carr have started with their "Max and Morris" series, which is similar in type to their Potash and Perlmutter characters. Vivian Oakland and John T. Murray, vaudeville stars, have gone into production with a domestic comedy series called "The Whiffle Family." The new Rupert Hughes serial, "How Wonderful" went into production last month. Jimmy Conlin and Myrtle Glass, vaudeville stars, have started work in their serial depicting experience in the life of two hoofers.

Jesse Bastian, chief engineer for World Broadcasting in Hollywood, for 19 years was in charge of recording for Victor Phonograph in Camden, N. J., and for three years with Warner Bros. in Hollywood.

RUMFORD CHEMICAL Co., Rumford, R. I. (baking powder) is renewing its transcription campaign on various stations. Account is handled by Atherton & Currier, New York.

What to Read About Radio

WHAT shall one read to keep abreast of broadcasting developments, past, present and future? Current literature of the radio field is regularly reviewed in BROADCASTING's Book Shelf column. However, so many requests for a consolidated bibliography of radio have been received that we here reproduce a listing prepared by Levering Tyson, director of the National Advisory Council on Radio in Education, 60 E. 42nd St., New York, and published in a new booklet "What to Read About Radio." The list follows:

American Bar Association. *Report of the Standing Committee on Radio Law.* Chicago, Ill., October, 1929.

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Arnold, Frank A. *Tendencies in Radio Advertising.* 24 pp. New York; National Broadcasting Co., 1929. *Little Books on Broadcasting, No. 9. Broadcast Advertising.* 275 pp. New York: John Wiley & Sons, 1931 (with revised television edition, 1933).

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Bickel, Karl August. *New Empires—the Newspaper and the Radio.* 112 pp. Philadelphia: Lippincott, 1930.

British Broadcasting Corporation. *Handbook 1928, 1929. Yearbook, 1930, 1931, 1932.* London, W.1, England: Broadcasting House.

Broadcasting. *The News Magazine of the Fifth Estate.* 1931 (semi-monthly). Washington, D. C.: Broadcasting Publications, Inc., National Press Bldg.

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Columbia Broadcasting System. *Bulletins* (weekly).

Dunlap, Orrin E., Jr. *Advertising by Radio.* 186 pp. New York: Ronald, 1929. *Radio in Advertising.* 383 pp. New York: Harper & Bros., 1931.

Elwood, John W. "Radio and the Three R's." In: Institute for Education by Radio, *Education on the Air, First Yearbook,* pp. 19-33. Columbus, Ohio, 1930.

Empire of the Air. Ventura, Cal.: Ventura Press. 106 pp. Paper.

Goldsmith, Alfred N., and Lescarboura, A. C. *This Thing Called Broadcasting.* New York: Holt, 1930.

Hard, William. "Europe's Air and Ours," *Atlantic Monthly.* 150: 499-509. October, 1932.

Institute for Education by Radio. *Education on the Air.* First, second, and third yearbooks. Columbus, Ohio, 1930, 1931, 1932.

Institute of Radio Engineers, 33 West 39th Street, New York City.

League of Nations, International Institute of Intellectual Cooperation. *School Broadcasting.* Published by the Institute, 2 Rue de Montpensier, Paris I. 210 pp. 1933.

McGraw-Hill Publishing Co. *Ether Spectrum; Electronics.*

Millikan, R. A. "Radio's Past and Future." In: *Radio and Education,* pp. 231-33. Chicago: University of Chicago Press, 1931.

National Advisory Council on Radio in Education. *Educational Broadcasting: A Bibliography.* Compiled by Robert Lingel. Chicago: University of Chicago Press, 1932.

National Advisory Council on Radio in Education. "Information Series." *Bulletin No. 1.* Edited by Levering Tyson (rev. ed.). 45 pp. New York, 1932.

National Advisory Council on Radio in Education. "Information Series." *Bulletin No. 5.* Edited by Levering Tyson. 95 pp. *Supplement.* 15 pp. New York, 1932. Note: "Present and Impending Applications to Education of Radio and Allied Arts."

National Advisory Council on Radio in Education. "Information Series." *Bulletins, Nos. 1-7.* New York, 1931-32.

National Advisory Council on Radio in Education. *Lectures, on Psychology, Economics, Labor, Government, etc.* Published by the University of Chicago Press, 1932-33.

National Advisory Council on Radio in Education. *Proceedings.* Chicago: University of Chicago Press, 1932.

National Association of Broadcasters. *Bulletins* (weekly). Washington, D. C.: National Press Bldg.

National Broadcasting Company. *Annual Reports of the Advisory Council.*

National Broadcasting Company. *Bulletins* (monthly).

National Broadcasting Company. *Walter Damrosch Programs.* Numerous literature published by the NBC.

National Committee on Education by Radio. *Bulletins.* Washington, D. C., 1201 Sixteenth Street.

National Committee on Education by Radio. *Land Grant Report.*

National University Extension Association. *Proceedings.*

Ohio School of the Air, Columbus, Ohio. *Publications.*

O'Neill, Neville (ed.). *The Advertising Agency Looks at Radio.* 243 pp. New York: Appleton, 1932.

Orton, William. "Unscrambling the Ether," *Atlantic Monthly.* 147: 429-38. April, 1931.

Payne Fund, *Report, 1929.*

Schmeckebier, Laurence F. *The Federal Radio Commission, Its History, Activities, and Organization.* 162 pp. Washington, D. C.: Brookings Institution, 1932.

Tyson, Levering. *Education Tunes In.* New York: American Association for Adult Education, 1930.

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Wynn Net Opening Date Still Varying

Rate Card, Station List Out; Dall Rumored Chairman

VARYING reports continue to appear in the theatrical press regarding the opening of the new Amalgamated Broadcasting System eastern network, to link six small stations in cities from New York to Washington. One report was that the chain would be inaugurated Aug. 7, while a second stated it would be Sept. 1. Efforts by BROADCASTING to learn from Amalgamated the exact status of the project have proved unavailing.

One unconfirmed report is that Curtis V. Dall, son-in-law of President Roosevelt, will become chairman of the Amalgamated board of directors, with Ed Wynn continuing as president and Ota Gygi as vice president. Several important leaders in industry, including Edsel Ford and Roy D. Chapman, former secretary of commerce and chairman of the board of the Hudson Motor Car Co., also are rumored to be slated for directorships.

The projected network's rate card has been issued, quoting a rate of $510 per hour for weekdays up to 6 p.m., and $850 per hour after 6 p.m. The half-hour day rate is $270 and the night rate $450. The quarter-hour rate is $165 day and $275 night. The usual time discounts are indicated.

The stations to form the network are listed as a combination of WCDA, WBNX and WMSG, time-sharing stations in New York, to serve as key; WTNJ, Trenton; WPEN, Philadelphia; WDEL, Wilmington; WCBM, Baltimore, and WOL, Washington. Western Union lines have been leased to link the stations, and it is reported that Western Electric control equipment and RCA microphones have been purchased for the main studios.

Nets Are Thanked

LETTERS of commendation for the part the radio networks played in the acreage reduction campaign of the Department of Agriculture, particularly in carrying news reports to the country's farmers almost nightly, have been addressed by Secretary of Agriculture Wallace to President Aylesworth of NBC and President Paley of CBS. Both networks carried broadcasts seven nights consecutively before the cotton acreage campaign was successfully put over.

NAB Plans Drive

A MEMBERSHIP drive will be launched by the NAB beginning Aug. 1 with the objective of having all qualified stations in the trade association prior to Sept. 1, when the President's blanket code becomes finally effective. Now embracing nearly 250 of the country's leading stations, the NAB is emphasizing the importance of a trade association fully representative of the industry in order to procure maximum benefits from the industrial recovery drive.

What Farmers Want in Broadcasting

Survey Shows Rural Listeners Prefer Entertainment Well Seasoned With Informative Talks

By FRANK E. MULLEN
NBC Director of Agriculture

Mr. Mullen

AS HALF the people of this country live on farms and in small towns, advertisers should familarize themselves with the habits of this large share of prospects. The NBC Agricultural Department conducted a survey which throws much light on the listening habits and program preferences of at least the upper strata of rural listeners. Besides showing that farmers have a taste for educational talks, the survey revealed that the noon and evening hours are the favored listening periods, that the American Plan of broadcasting is generally approved but that farmers have some critical comments to make about radio advertising.

IN THE United States about half of the people live in cities, the other half on farms and in small towns. To advertisers this fact is of considerable significance since radio communication is one effective means of reaching the rural sections. The habits, preferences, and characteristics of rural listeners are of importance to those who wish to reach them with radio entertainment and information.

To gather material on the characteristics of rural listeners, the NBC Agricultural Department conducted a survey last summer among a select group of farm people. Detailed questionnaires were prepared and sent to a list of master farmers in about 30 states. A master farmer is one who has been chosen for that degree through a movement among the farm press to honor farmers who have been particularly successful in their work and who have contributed to the improvement of their farms and communities. Therefore, the replies in this radio survey do not necessarily represent a cross-section of the views of the entire farm population. They do, however, furnish a wealth of information as to the listening habits and preferences of the upper strata of farm families.

Hungry for Information

FIRST of all, the radio advertiser, while planning his programs, is interested in the characteristics which may distinguish country and urban listeners. Our responses in the survey indicate that the farmer is a serious minded individual who likes information on an unlimited number of subjects. In other words he is hungry for information and most attentive to radio talks. He also likes old time music and is appreciative of classical music. Beyond that, according to the survey, there is no particular distinction that can be applied to the rural radio listener as compared to the listener in the city.

Many queries in the survey were designed to bring us information on agricultural and educational broadcasts. Others were more general, and some very specific. One of these was planned to find out the farmer's attitude towards radio advertising. The replies as a whole lead to the conclusion that rural audiences favor the American plan of radio broadcasting and broadcast advertising. Criticisms were of the manner in which radio advertising is handled.

Comments on Advertising

ANOTHER query, "How should radio advertising be handled?" brought some interesting replies. Some of the comments follow: "To my mind more thought should be spent on the quality of the program than on the advertising; if the program stands out the name of the product and company are sufficient." "Not too long a talk in each broadcast so as to make it tiresome listening to advertising." "Advertising should not be mixed with the program." "By giving something new; firms in their newspaper and magazine advertising change copy for each issue, but over the radio many use the same introduction until it gets very monotonous." "All right the way it is. We should not object when we get programs free." "Ads should be brief and to the point." "Make it short and snappy." "Reference to the commodity advertised should be brief and dignified. Extravagant boasting is repulsive." "Give all the facts and prices." "Stick to the truth." "Advertising before and after good program carries most effect in our case." "Not so much repetition."

The survey included a number of questions framed to secure an outline of the listening habits, best hours of the day for listening and program preferences.

Favorite Listening Time

SEVERAL interesting facts are brought out in these responses. Replies revealed that farm listeners favor the noon and evening hours. Furthermore, farm radio listeners stay at their radios later in the evening than may be commonly supposed.

Exactly 95.3 per cent stated that they listen to evening programs; 13.1 per cent until 8 p.m., 65.7 per cent until 10 p.m., and 21.1 per cent until 11 to 12:00 p.m.

The noon hour is a good time for rural audiences to listen to the radio according to 72.3 per cent of the responses, and 74.3 per cent said that the noon hour is the best time for a farm radio program.

The style of program preferred by radio listeners in the country is also of major importance to radio advertisers. Although the following question in the survey refers to farm radio programs, the replies probably hold more or less true in a general way so far as all informative radio messages are concerned. Of the total who answered this query 39.9 per cent voiced a preference for the "question and answer" style, 33.5 for the lecture, 14 per cent for the dramatic and 12.6 per cent for the interview.

Entertainment and Information

NEARLY ALL indicated that they prefer both entertainment and information in a radio program. An example of this type of broadcast is the National Farm and Home Hour, which contains from 60 to 70 per cent entertainment and 30 to 40 per cent information. More than 95 per cent stated that they liked the entertainment portions and the balance between entertainment and information in this feature.

To those advertisers who wish to appeal particularly to the homemakers in the rural sections, some additional information contained in the responses is significant. Three quarters of the responses carried the statement that the housewife in the family listens to home economics talks, and, among those who listen 88.6 per cent apply the information which is given.

On Choosing Programs

ANOTHER query was designed to find out how farmers choose their programs, whether they just tune in or whether they read advance notices of radio programs in the press. Not all farm families have access to daily papers, and when they do, they sometimes must read them the day following publication; therefore some other sources of information such as the farm papers and other periodicals must be used. In any event, the survey question indicated that 52.6 per cent read advance notices of radio programs in the press and 47.4 per cent just tune in. Of course, those who merely tune in frequently remember schedules of their favorite programs from day to day or from week to week.

Programs which were frequently mentioned as favorites among farm families are Amos 'n' Andy, the National Farm and Home Hour, Seth Parker, Damrosch Symphony, Market and News reports, weather reports, religious programs, and band concerts. An appreciable number gave as their preference the best types of music, including the Metropolitan Opera and symphony concerts. Old time music and humorous sketches were among the favorite types of broadcasts.

Sponsor Balks at Cost Of Football Broadcasts

FOOTBALL games on the Pacific coast probably will not be sponsored this season since the universities have set a price of $60,000 for the commercialization of any broadcasts over the NBC and Don Lee-CBS networks.

Associated Oil Co. was planning to sponsor some of the outstanding games, but the $60,000 price along with radio time, pickup and facility charges, etc., would have run the cost well over $100,000. So the present outlook calls for the broadcasts on a sustaining basis, with the networks paying the expenses.

New JolsonSeries

AL JOLSON will stage another comeback on the air waves on Aug. 3 when Kraft-Phenix Cheese Corp., Chicago (Miracle Whip salad dressing), having tested the comedian in its initial two-hour series of broadcasts over an eastern NBC network, starts a regular Thursday night series, 9-10 p.m., EST, over the NBC-WEAF network, with the NW, SW and NBC-KGO (plus KOA and KDYL) groups added. Besides Jolson, the program will feature Paul Whiteman and orchestra, with Deems Taylor as master of ceremonies. J. Walter Thompson Co., New York, handles account.

Second Sponsor Tests

JOHNSON & JOHNSON, New Brunswick, N. J. (toilet requisites) has started a test campaign with the "Growin' Up" transcription series, five times weekly, on WBBM, Chicago, and KMBC, Kansas City. Program, produced by Earnshaw-Young, Inc., Los Angeles, is also being used by the Citrus Soap Co., Los Angeles, in a test campaign on five western stations. Account is handled for Johnson & Johnson by Ferry-Hanley Advertising Co., New York.

Radio Test Campaign

CONSUMERS CREDIT Co., Los Angeles branch of Pacific Finance Co., has started a radio test campaign for 26 weeks over KFWB, Hollywood, and KYA, San Francisco. Series will consist of two transcriptions a week from Freeman Lang sound studios, including the "Strange Adventures in Strange Lands" and the Donald Novis series. Los Angeles office of Bowman, Deute and Cummings, Inc., handles account.

XUM

Reallocation Issue Debated in Secret At Mexican Parley

Specific Station Assignments To Channels Rumored

WITH preliminaries out of the way by virtue of committee deliberations, the North American Radio Conference now in progress at Mexico City began its main task of considering reallocation of broadcasting channels among nations of the continent on July 26 behind closed doors. The controversial issues involve Mexico's demand for an equitable share of channels and the agitation for elimination of renegade Mexican border stations which have caused serious interference with American and Canadian stations.

The full conference met July 26 for the ostensible purpose of considering the allocation issue and other matters contingent upon it. The American delegation was prepared to resist any excessive demands from Mexico for clear channels, apparently holding the view that three or four exclusive channels, plus a score or so of channels shared with other nations, would meet its requirements. On the other hand, it has been indicated that Mexico is basing its demands upon area, which would mean a four to one distribution with this country, or 18 to 20 clear channels for Mexico. The latter, however, has expressed a willingness to "scale down" this demand to possibly a dozen exclusive waves.

There is a strong possibility that the conference will adjourn without reaching a definite agreement because of the inability of the major nations to reconcile differences on allocations. As a matter of fact, the Canadian delegation already has booked passage for home for Aug. 2, on the assumption that the conference will either agree or "blow up" by that time. Should the conference become deadlocked, it is likely that efforts will be made to arrive at an agreement through diplomatic channels later.

Allocation Rumored

WHILE the Central American nations are parties to the conference, it is not expected that they will figure in the distribution of exclusive wave lengths. Shared channels with moderate power, it is believed, will more than meet their requirements.

An unconfirmed report, but one that is causing considerable concern, is that the conference may decide to work out a definite reallocation affecting the entire continent, assigning specific channels for specific stations. Such a step, of course, would be tentative insofar as this country is concerned, since the agreement worked out at Mexico City is subject to ratification by the Senate as a part of the international radio treaty worked out last year at Madrid. The North American conference is being held pursuant to the treaty worked out in Madrid.

It was pointed out that the three major nations—the United States, Mexico and Canada—each has its leading radio officials and engineers at the conference and could tentatively commit each nation to such detailed allocations. Should that not occur, however, and should the conference reach a definite agreement on redistribution of wave-lengths, it is a foregone certainty that there will be a reallocation of assignments in this country during the year following the conference.

Chairman E. O. Sykes, of the Radio Commission, who heads the American delegation, is also chairman of the important general committee of the conference. A subcommittee of five includes Dr. C. B. Jolliffe, Commission chief engineer, and A. D. Ring, Commission broadcast engineer.

What will be done about proposals to widen the broadcast band at either or both ends remains problematical. Canada has expressed itself in favor of widening the band to include 540, 530, 520 and 510 kc., with adequate safeguards, since it already uses the first named frequency. Mexico, on the other hand, has indicated that it does not desire frequencies outside the present broadcast range, 550 to 1500 kc. The American delegation is inclined toward retention of the present band limits and will not agree to widening below 550 if that contingency can be avoided.

The question of eliminating the border stations, such as those operated by Dr. John R. Brinkley, former Kansas broadcaster, and Norman T. Baker, former Muscatine, Ia. station operator, both of whom were ordered off the air in this country, has become a serious issue. Despite the issuance of new Mexican regulations, apparently aimed at those stations, no agreement has been reached as to their elimination. Former Vice President Charles Curtis is at the conference as an "observer" for Brinkley, who is also reported to have a dozen

(Continued on page 29)

"The Murder of Music"

An Editorial Reply to Newest Propaganda Blast From ASCAP; How It Bites the Hand That Feeds

AS THE CLIMAX to its subtle propaganda campaign designed to justify its extortionate royalty demands from broadcasters, the American Society of Composers, Authors and Publishers has issued a blast which it calls "The Murder of Music", naming radio as the murderer. Produced by Ivy Lee, professional press agent, the document is an insult to ordinary intelligence.

No less an authority than the NEW YORK TIMES ridicules the propaganda, and chides ASCAP about it in the following editorial of July 19:

> Music is being "murdered" by the machines, say the the organized song composers, librettists and publishers. But apparently they have not quite worked out in their minds the precise definition of a music machine. They cite the discouraging influence of radio music on the sale of phonograph records. But it is not so very long since the phonograph was being denounced as a mechanical menace to the true interests of the musical profession. As for the 19,000 musicians who played in movie theatre orchestras in 1925 and who are now said to be down to 3,000, was it not the moving-picture machine which created tens of thousands of theatres for the orchestra musicians to play in?
>
> "Murder" is too strong a word. It is just the march of time. Popular song hits, it is charged, once would sell over a million copies; now a quarter of a million sheets is a record. But almost the same proportion must be true about best-selling novels once and now. People today parcel out their time and attention more than they used to.

Publishers' Profits

THAT IS answer enough for the lay public. But it isn't for radio—the hand that is feeding ASCAP. The "study" purports to show how the creators of music are being "starved to death" by radio. ASCAP passes around the tin cup, asking alms. Yet this same organization, which is holding up broadcasters for well over a million a year in royalties, was bluntly accused by Chairman Sirovich of the House Patents Committee as being an "organized racket."

The fact is that ASCAP is not operating solely in the interests of composers but is controlled by publishers who whack up the radio jack-pot and who play no essential part in the production of music. Eliminate the publisher and the royalties exacted from broadcasting would more than satisfy the "starving composers", most of whom ride around in Rolls Royces and spend their summers in Europe.

ASCAP talks about the "creators of music." Tin Pan Alley, it is generally known, is a closed corporation. Amateur songwriters have no chance whatever of breaking into the esoteric circle of ASCAP.

Mills Gets $75,000

IF RADIO is the arch-enemy of music, why do representatives of publishers (touts in Tin Pan Alley parlance), hang around the studios of networks and stations, slipping $10 bills and more to band leaders to "plug" their numbers?

If the composer is being starved, why does ASCAP pay its general manager, E. C. Mills, a salary reputed to be $75,000 a year, and Gene Buck, its president and front, $35,000, by his own admission? Why does it maintain a staff of watch-dog lawyers all over the country, ready to pounce on any station, dance hall or bootblack parlor which performs music without paying tribute to ASCAP?

Why does Mr. Mills spend such "hard-earned" dollars of the composers for such utterly futile propaganda as "The Murder of Music"? Ivy Lees, we all know, are expensive, and the "starving" composer could use the money.

Maybe all these things will be explained when the Department of Justice slaps an anti-trust suit on ASCAP in the not too distant future.

Baker Sees Justice Head About ASCAP

Possibility of Copyright Suit Seen Purpose of Visit

WITH the approach of Sept. 1, the date on which the royalty increase to 4 per cent for radio performance of music controlled by the American Society of Authors, Composers & Publishers is scheduled to become effective, unusual activity is evident on the copyright front. Broadcasting stations now pay 3 per cent of their gross receipts, plus an arbitrary "sustaining fee", established by ASCAP last year after it had threatened to withdraw its music from the air unless broadcasters agreed to three-year contracts of 3, 4 and 5 per cent of gross, respectively, plus the "sustaining fee."

Newton D. Baker, former Secretary of War and now special copyright counsel for the NAB, met in Washington July 24 with officials of the NAB to discuss the current situation. On the same day he lunched with Attorney General Cummings and visited President Roosevelt. That the copyright matter was discussed with the Attorney General and with other officials of the Department has been confirmed officially, although details could not be ascertained.

Department Investigates

FOR SOME months, it has been known, the Department has been inquiring into the ASCAP organization to ascertain whether anti-trust proceedings should be instituted against the copyright pool as an illegal monopoly. Agents of the Department, it is learned, have consulted a number of prominent broadcasters, among other groups, in the east, as a part of this inquiry.

Following Mr. Baker's conference with the Attorney General it was stated officially at the Department in the latter's behalf that several matters had been discussed but that "no agreement was reached." With respect to the copyright issue, the Attorney General's statement implied that no decision will be reached as to definite action until the preliminary investigation is completed.

Confer with NAB

MR. BAKER was accompanied by his law partner, Joseph C. Hostetler, Cleveland attorney. They also conferred with Alfred J. McCosker, WOR director and NAB president; Philip G. Loucks, NAB managing director, and Oswald F. Schuette, NAB copyright director and president of the Radio Program Foundation, music subsidiary of the NAB.

In connection with the development of the Program Foundation, designed ultimately to relieve the broadcasting industry from its dependence upon ASCAP, Mr. Schuette declared that notable progress in being made in procuring performing rights and in licensing stations for the use of its recently acquired Ricordi catalog. He is also sending to NAB member stations and to sub-licensees a compilation of phonograph records that are in the public domain and therefore copyright-free.

Eliminating Harmonic Interference

Fundamental Causes and Methods of Finding Source Discussed for Benefit of Station Engineers

By J. H. BARRON
Engineer, Radio Commission

Mr. Barron

HAVING eliminated major causes of radio interference through enforcement of rigid technical standards for broadcast stations, the Radio Commission now is turning its attention to lesser forms of technical ailments. In this article, a Commission engineer discusses harmonic interference — that species of freak transmission which results in a station in the broadcast band transmitting its "shadow" on a multiple of the frequency on which it is licensed to operate. Elimination of harmonics, Mr. Barron states, can be accomplished without great expense.

WITH the increased use and consequent importance of the frequency bands above those used by broadcast stations (over 1500 kc.) the question of minimizing interference caused by the harmonics of a transmitting installation becomes of great moment.

Many broadcast station licensees are not aware of the seriousness of interference which may at some future time be traced to their particular plant. For the first time since its inception the Commission recently found it necessary to issue a temporary license to a broadcast station because of interference caused by an unnecessarily strong harmonic which resulted in serious interference with aviation services utilizing the frequency band in which this harmonic fell. This license was granted on a temporary basis pending successful reduction of the harmonic. In order to avoid such a similar occurrence it behooves the licensee to be ever watchful of his station's harmonic emissions, keeping them at a minimum consistent with the best engineering practice.

Blocking Distress Calls

IN THE EVENT that a mobile station transmits a distress call and there is interference from a broadcast station the operation of the broadcast station interfering with such traffic would have to be immediately discontinued upon notification, direct or indirect. Such interference would, in the majority of cases, be caused by a harmonic rather than the fundamental. The station, nevertheless, would be required to remain silent until the distress traffic was completed. Some broadcast stations have been required to take such a drastic step. It has also been necessary to authorize the operation of some broadcast transmitters at reduced power for temporary periods to avoid interference in the bands in which a harmonic was transmitted.

It is not the purpose of this article to give a lengthy technical discussion of the cause of harmonic emissions and the elimination thereof, as considerable material is already available on this phase of the problem. The purpose is to present a discussion of the fundamental causes of such transmissions with practical suggestions for locating and localizing the source and methods of elimination found of value in practice, so that the broadcast operator or engineer, who desires, may use such information to solve similar problems confronting him in his routine line of work. The writer's connection as engineer in the broadcast section of the Commission has enabled him to gather extensive data on this particular subject.

Cause of Harmonics

LET US first consider the cause of harmonic interference. Figure I A represents a true sine wave, which would be the carrier wave unmodulated, if no harmonic energy were present.

If a second harmonic, in phase with the fundamental were present, the carrier wave would have the shape shown by figure 1 C, obtained by adding arithmetically wave B to wave A. It will be noted that this is a non-symmetrical wave, considering a complete cycle; that is, the negative cycle is not a duplicate of the positive cycle.

If a third harmonic, in phase with the fundamental were present, the wave would have a shape similar to figure 1 E, also obtained by adding arithmetically wave D to wave A. A complete cycle of this wave is symmetrical, both positive and negative cycles being alike.

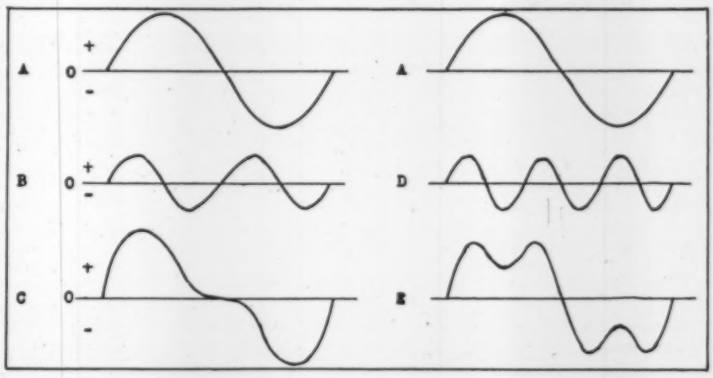
It is therefore apparent that a wave shape caused by the inclusion of a harmonic can be traced to the operation of a vacuum tube on the non-linear portion of the characteristic curve. Since, in order to obtain high efficiency, it is necessary to so operate the tube, a wave shape other than a sine wave, resulting in emission of harmonics, is to be expected. This may require special means of reducing the harmonic current. In a well designed transmitter, the inherent selectivity characteristics of the various tuned circuits are often sufficient to give the required high impedance to the higher frequencies, giving self reduction of harmonic energy.

The Symmetrical Wave

A METHOD of obtaining a symmetrical wave similar to figure 1 E is by the use of the "push-pull" amplifier. When the circuits are properly designed and the tubes operated correctly, this arrangement gives a very symmetrical or balanced circuit which, with other advantages that can be obtained from "push-pull" circuits, affords a natural reduction of harmonics. Such a circuit employed in the last radio stage is therefore highly desirable.

As the harmonics may be caused by too heavy loading of the vacuum tubes, it is immediately seen that the use of a transmitter having a maximum carrier output power in excess of the operating power is desirable, where it is found that such harmonics are directly attributable to the last radio stage. Those stations which may utilize this method are listed in Rule 125 of the Commission's Regulations.

In addition to these fundamental considerations, the following causes of excessive harmonic emission are offered together with suggestions for eliminating them which have been tried in practice and found workable.



Suggested Remedies

THE RADIATION of a harmonic may often be found to be coming from a stage preceding the last stage. The use of a wavemeter or a self-contained portable high-frequency receiver with an indicating device in the detector circuit is of great value in localizing such radiation. The unused amplifier stages, in such cases, may be temporarily placed out of operation one by one in order to facilitate the locating of the unit at fault and apply remedial measures.

Improper value of grid bias resistors may cause excessive harmonic radiation. A small change in the grid bias of a power amplifier circuit may cause considerable change in the harmonic output. It is, of course, necessary that this change be restricted to those limits which will not materially alter operation at the fundamental frequency.

The operation of a class "B" or "C" amplifier causes positive grid current to flow during a portion of the cycle. The resultant secondary emission may give rise to a dynatron effect causing self-oscillations to be built up in the grid circuit. To overcome this effect, a dynatron rectifier, self-biased to a voltage sufficiently under the critical value of grid emission at which oscillations occur, may be employed to advantage. With such an arrangement, the excess current flows through the rectifier tube when the grid voltage exceeds the predetermined amount.

Trap Circuits

THE USE of trap circuits in the transmission line is a popular and effective way of reducing harmonics. Series traps should be designed to offer high impedance to the harmonic which it is desired to reduce or parallel traps with low impedance to ground. It may be necessary to use duplicate traps in each leg of the transmission line in order to avoid unbalancing of the line.

The method of grounding the shields between the various radio frequency stages will usually have considerable effect on the harmonics, particularly the shield between the last stage and antenna circuits. If the shield and tank circuit employ a common ground connection, portions of the tank circuit are above ground potential which may result in portions of shield also being above ground potential. The shield then may act as a coupling unit and result in the transfer of harmonic power to the antenna circuit. Additional separate ground connections to various portions of the shielding may reduce the harmonic. If additional shields are added, caution should be exercised in providing sufficient spacing to apparatus to avoid arcing on peak modulation and surges caused by lightning or static discharges.

Antenna Coupling

VARIOUS types of antenna coupling result in differing effects relative to coupling at high frequen-

(*Continued on page 29*)

Board Member Hits Disguised Politics

Hanley Warns Broadcasters To Watch Pro-Dry 'Sermons'

Mr. Hanley

A CAUTION to broadcasters to guard against anti-repeal addresses over their stations by ministers "under the guise of sermons" was sounded July 27 by Commissioner James H. Hanley. In reply to a letter from Hubert La Due, of Yacaipa, Cal., Mr. Hanley declared stations should treat alike representatives of both sides of controversial questions, under the political section of the Radio Act, and that, in his opinion, the station would be justified in cutting off a speaker who "deftly or subtly" discusses a controversial matter while speaking on another topic.

The La Due letter brought out that during recent months, the reform "type of ministers, under the guise of sermons" have been waging a rabid, almost vicious, fight in behalf of the 18th Amendment and against repeal." When anyone uses the radio to speak in behalf of repeal, he asserted, the announcer is required to label it a "political talk." He urged that all reformers, ministers or other individuals fighting the 21st Amendment, either be required not to mention prohibition, pro or con, or else that the station be required to use the usual political clause.

Mr. Hanley's Views

IN REPLY, Mr. Hanley said in part:

"While the situation referred to by Mr. La Due is not specifically covered by the Radio Law of 1927, as amended, or by regulations of the Commission, it is a matter which is worthy of serious study.

"It would seem that in the interest of harmony and good-will the licensees of stations would treat alike representatives of both sides of controversial questions. For station owners to stamp an address in favor of repeal of the 18th Amendment as a "political talk" and to allow "sermons" opposing repeal to be delivered without such a designation, of course, is rank discrimination and should not be countenanced.

"As Mr. La Due points out in a post script, the opinion of the wets is of no more value, perhaps, than the opinion of the drys, but they should argue over the air under exactly the same rules.

"Nor should speakers over the air be allowed to argue a controversial matter deftly and subtly while discussing another topic. In such cases, in my judgment, the licensee would be justified in cutting the speaker off the air".

FRED ALLEN, comedian, will return to the air Aug. 4 in a weekly series sponsored by Best Foods Corp., New York, over an NBC-WEAF network Fridays at 9 p.m. Ferde Grofe, conductor and composer, will also be on the program with his orchestra.

Zone and State Quota Tables

[Official Radio Commission Tabulation as of July 1, 1933]

	Population	Total Due	Total Assigned	Over or Under Quota Units	Over or Under Quota Per cent
FIRST ZONE					
New York	12,588,066	35.07	37.95	+ 2.88	+ 8
Massachusetts	4,249,614	11.84	10.46	— 1.38	— 12
New Jersey	4,041,334	11.26	11.63	+ 0.37	+ 3
Maryland	1,631,526	4.55	4.20	— 0.35	— 8
Connecticut	1,606,903	4.48	3.60	— 0.88	— 20
Puerto Rico	1,543,913	4.30	0.50	— 3.80	— 88
Maine	797,423	2.22	2.24	+ 0.02	+ 1
Rhode Island	687,497	1.91	1.40	— 0.51	— 27
District of Columbia	486,869	1.35	1.30	— 0.05	— 4
New Hampshire	465,293	1.29	0.92	— 0.37	— 29
Vermont	359,611	1.00	0.62	— 0.38	— 38
Delaware	238,380	0.67	0.62	— 0.05	— 7
Virgin Islands	22,012	0.06	----	— 0.06	—100
Total	28,718,441	80.00	75.44	— 4.56	— 6
SECOND ZONE					
Pennsylvania	9,631,350	27.63	20.12	— 7.51	— 27
Ohio	6,646,697	19.07	19.29	+ 0.22	+ 1
Michigan	4,842,325	13.89	10.63	— 3.26	— 23
Kentucky	2,614,589	7.50	8.50	+ 1.00	+ 13
Virginia	2,421,851	6.95	9.50	+ 2.55	+ 37
West Virginia	1,729,205	4.96	5.61	+ 0.65	+ 13
Total	27,886,017	80.00	73.65	— 6.35	— 8
THIRD ZONE					
Texas	5,824,715	16.22	23.12	+ 6.90	+ 43
North Carolina	3,170,276	8.82	9.75	+ 0.93	+ 11
Georgia	2,908,506	8.10	8.15	+ 0.05	+ 1
Alabama	2,646,248	7.37	6.42	— 0.95	— 13
Tennessee	2,616,556	7.29	12.80	+ 5.51	+ 76
Oklahoma	2,396,040	6.67	8.44	+ 1.77	+ 27
Louisiana	2,101,593	5.85	8.39	+ 2.54	+ 43
Mississippi	2,009,821	5.60	3.55	— 2.05	— 37
Arkansas	1,854,482	5.16	5.30	+ 0.14	+ 3
South Carolina	1,738,765	4.83	2.00	— 2.83	— 59
Florida	1,468,211	4.09	8.45	+ 4.36	+107
Total	28,735,213	80.00	96.37	+16.37	+ 20
FOURTH ZONE					
Illinois	7,630,654	22.52	33.31	+10.79	+ 48
Missouri	3,629,367	10.71	12.00	+ 1.29	+ 12
Indiana	3,238,503	9.56	7.87	— 1.69	— 18
Wisconsin	2,939,006	8.67	7.99	— 0.68	— 8
Minnesota	2,563,953	7.57	9.03	+ 1.46	+ 19
Iowa	2,470,939	7.30	11.60	+ 4.30	+ 59
Kansas	1,880,999	5.55	6.05	+ 0.50	+ 9
Nebraska	1,377,963	4.06	7.30	+ 3.24	+ 80
South Dakota	692,849	2.05	2.97	+ 0.92	+ 45
North Dakota	680,845	2.01	2.99	+ 0.98	+ 49
Total	27,105,078	80.00	101.11	+21.11	+ 26
FIFTH ZONE					
California	5,677,251	36.86	38.06	+ 1.20	+ 3
Washington	1,563,396	10.15	15.59	+ 5.44	+ 54
Colorado	1,035,791	6.72	9.24	+ 2.52	+ 38
Oregon	953,786	6.19	9.22	+ 3.03	+ 49
Montana	537,606	3.49	3.85	+ 0.36	+ 10
Utah	507,847	3.30	6.60	+ 3.30	+100
Idaho	445,032	2.89	3.00	+ 0.11	+ 4
Arizona	435,573	2.83	2.66	— 0.17	— 6
New Mexico	423,317	2.75	4.03	+ 1.28	+ 47
Hawaii	368,336	2.39	1.94	— 0.45	— 19
Wyoming	225,565	1.46	0.60	— 0.86	— 59
Nevada	91,058	0.59	0.70	+ 0.11	+ 19
Alaska	59,278	0.38	0.68	+ 0.30	+ 79
Total	12,323,836	80.00	96.17	+16.17	+ 20

AN INCREASE to 32 in the number of overquota states, as computed under the Radio Commission's quota system drafted in compliance with its interpretation of the Davis amendment, is shown in the latest tabulation of quota distribution prepared by the Commission as of July 1. Sixteen states are shown to be underquota.

When the last compilation was made in March, 30 states were overquota and 18 underquota. The two states which moved from the underquota to the overquota column were North Carolina and Arkansas, both in the third zone. Of the 48 states, 23 are less than one unit over or underquota, a unit being the equivalent of one station of 1 kw. power, operating full time on a regional channel.

The utter futility of attempting to adhere to the letter of the Davis amendment, as construed by the Commission, is shown in the new tabulation. The amendment demands an equal distribution of stations, power and hours of operation among the five radio zones, and equitable distribution among the states in each zone according to population. The amendment was enacted in 1928, and has been the cause of incessant controversy in radio ranks.

Numerous minor changes in the quota status of individual states are shown in the new tabulation, caused by increases in power, deletion of small stations and changes in hours of operation. Using the arbitrary figure of 400 units established by the Commission as the country's quota, the table discloses that the United States as a whole is 42.74 units overquota—a gain of nearly four units since the last compilation was made.

Whereas each zone is entitled to 80 units, the first zone has 75.44, the second 73.65, the third 96.37, the fourth 101.11, the fifth 96.17.

Engineering Committee Forms in NAB to Study Broadcasting Problems

A STANDING technical committee of five, one from each radio zone, to inquire into general engineering questions arising in broadcasting, has been created within the NAB under the immediate supervision of Joseph A. Chambers, technical supervisor of WLW-WSAI, as chief of the organization's Engineering Section. The first task of this group will be that of accumulating both technical and economic data with respect to a possible horizontal increase in power for all classes of stations, pursuant to the action of the NAB Engineering Section at its meeting in Chicago June 26.

Members of the committee are J. R. Poppele, chief engineer of WOR, representing the first zone; E. L. Gove, chief engineer of WHK, for the second zone; J. H. DeWitt, Jr., chief engineer of WSM, third zone; William H. West, general manager of KSD, fourth zone, and Harold G. Peery, chief engineer of KHJ, fifth zone.

The committee intends to submit definite recommendations as to the horizontal increase to the NAB annual convention at White Sulphur Springs, W. Va., Oct. 8-11. Each member will act as the engineering contact for his particular radio zone on all matters which arise. The broad purpose of the committee will be that of collecting data which will aid in improving allocations generally and keep the industry as a whole abreast of modern engineering technique.

J. C. McNary, NAB staff engineer, will corelate all data and assist the committee in all of its undertakings. Field strength studies probably will play an important part in future activities of the committee.

Visual Group Forms

NATIONAL Television Association, designed to protect the embryo television industry in the ultimate allocation of channels by the Radio Commission and otherwise to control development, has been created by a group of manufacturers and engineers interested in the field. Organized at Chicago during the I. R. E. convention in July, the association is headed by Martin J. Wade, Jr., of Chicago, official of Western Television, as president. John V. L. Hogan, New York engineer and head of Radio Pictures, Inc., is vice president and Arthur Stringer, Chicago, secretary-treasurer.

Buckley Heads Bell

DR. OLIVER E. BUCKLEY, since 1925 assistant director of research of the Bell Laboratories, has been appointed director to fill the vacancy caused by the recent death of Dr. Harold DeForest Arnold, noted radio scientist. Dr. Buckley is an authority on problems of transmission. During the war he was a major in the Army Signal Corps in charge of the signal research laboratory of the A. E. F. in France.

W-G-N broadcasts *FROM* greater distances than most stations broadcast *TO!*

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W-G-N has sent its announcing and engineering staffs all the way to

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to stage remote control broadcasts of great news events . . . The brilliant reportorial pickups were shot back to the Chicago transmitter over independent wires—and then out on the air over the nation . . . Station W-G-N alone gives a network service to the loyal listeners of the middle west . . .

Has any other single station in the world a record of broadcasting from such distances as these over its own transmitter exclusively?

1924—500 mile auto race from Indianapolis.
1925—Illinois-Penn football game from Philadelphia.
Scopes evolution trial ("the monkey trial") from Dayton, Tenn.
The Kentucky Derby from Louisville, Ky.
500 mile auto race from Indianapolis.
Nebraska-Notre Dame football game from Lincoln, Nebraska.
1926—U. S. Senate debate on world court from Washington, D. C.
Penn-Chicago football game from Philadelphia.
The Kentucky Derby from Louisville, Ky.
500 mile auto race from Indianapolis.
1927—Minnesota-Notre Dame football game from Minneapolis.
Exclusive address by Sen. James A. Reed from Kansas City, Mo.
The Kentucky Derby from Louisville, Ky.
1927—500 mile auto race from Indianapolis.
1928—Democratic national convention from Houston, Texas.
Republican national convention from Kansas City, Mo.
The Kentucky Derby from Louisville, Ky.
Ohio-Michigan football game from Columbus, Ohio.
1929—Exclusive prize fight broadcast from New York City.
The Kentucky Derby from Louisville, Ky.
1932—California-Notre Dame game from Los Angeles, Calif.
Minnesota-Northwestern football game from Minneapolis.
Navy-Notre Dame football game from Cleveland, Ohio.
The Kentucky Derby from Louisville, Ky.
Cubs-Pirates baseball game from Pittsburgh.

Football games every year from Iowa, Michigan, Wisconsin and Indiana

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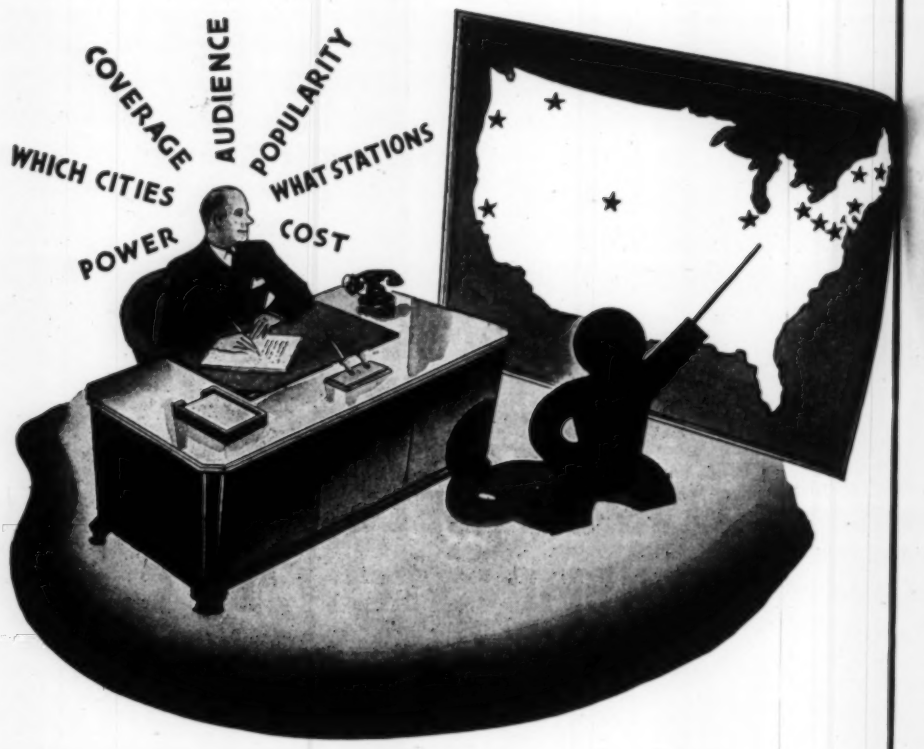

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There are four major factors every advertiser should consider when selecting a radio station, — 1 — Coverage, 2 — Popularity and Audience Size, 3 — Power, and 4 — Cost.

Some radio stations are stronger than others in one or two of these factors. One station may enjoy, because of a certain run of programs, greater momentary popularity. A second station may cost less. A third may have more power.

None of these factors *singly* should be the determining influence. Greater power alone may mean nothing, for a station of considerably less power may be more popular. And, by the same token, popularity alone may be questioned, for the area of popularity may be limited by power. And so it goes,—unless you apply the four-factor formula.

Take the stations you are considering. Put down their respective powers, their coverage indications, their popularity ranks and their costs. Analyze each factor. Then choose the station which best combines the four factors.

We have applied the formula to the 17 stations represented by the N B C Local Service Bureau. And we have found in its results tangible proofs of the leadership each enjoys in its territory.

We shall be glad to send you, upon request, the four-factor formula worked out for one or all of the seventeen stations. Just write to the Sales Promotion Department, N B C Local Service Bureau, 711 Fifth Avenue, New York City.

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Signing Up

RECOVERY is in the air. If it does nothing else, the Sign of the Blue Eagle and what it symbolizes should have a stimulating moral effect upon the American people. We believe it will do more than that in a business way, with its blanket provisions for fairer trade practices, minimum wages, maximum working hours, etc. For one, BROADCASTING intends to subscribe wholeheartedly to the terms of President Roosevelt's reemployment agreement.

Just how the agreement applies in individual cases, each class of business and each individual business must determine for itself. The trade associations should be of real aid in securing rulings on specific cases. Offhand, it would seem apparent that about the only people in radio who fail to come within its provisions, aside from executives, are the artists. But to understand the agreement, it must be studied closely by every employer, possibly with the aid of his local attorney, as soon as it is delivered by the local postmaster. Incidentally, the NRA has let it be known that it will welcome direct queries from individuals about the application of specific provisions.

Since subscribing to the agreement automatically makes an employer amenable to the code to be drawn up by his recognized trade associations of his particular industry, it would appear to behoove stations and agencies to join up or at least "play ball" with their associations. We refer specifically to the NAB and the AAAA.

In the station field in particular, the NAB wants to be representative of all stations, and indeed already has most of the major stations on its roster. Those stations that don't belong cannot expect to derive all the benefits of organization without subscribing to its maintenance and support.

If the broadcasting industry must ultimately submit a code, it will be the NAB that draws it up and submits it to General Johnson. The NAB will be expected by the government to watch and see that individual broadcasters subscribe to the code. The NAB, in other words, as in the case of other trade associations, will become the policing agency of the government. The immense power and influence it will wield become readily apparent.

Rate-cutting stations and those that continue to pursue questionable practices not yet squelched by the Radio Commission (whose dander is gradually being roused against certain business practices) need a "Big Stick" over them, and perhaps this time is as good as any to wield it through voluntary organization backed by the government. We do not profess to act as the spokesman for the NAB or any other organization, but we do believe that on this eve of a new era in business it is high time that radio get solidly organized to present a solid phalanx against the forces of depression.

Commanding the Air

THERE WAS REAL point to the suggestion made by President McCosker of the NAB, on behalf of non-network stations, that the American Telephone & Telegraph Co. be requested to furnish land lines to link the independents into the networks occasionally during the great patriotic drive launched last week with President Roosevelt's radio address on industrial recovery and reemployment.

It was Mr. McCosker's idea that, inasmuch as the broadcasters are willing and eager to contribute of their substance (which is time on the air) to the gigantic National Industrial Recovery publicity campaign, the local telephone companies should do their bit by contributing the additional lines so that independents may also be embraced in the hookups.

Mr. McCosker's suggestion, of course, was predicated upon the willingness of the networks and their local affiliates, which bear the cost of the Washington pickups, to allow the independents to join their combined hookups. In a great patriotic endeavor like national recovery, they could hardly refuse; after all, every man, woman and child in the land is vitally affected and the additional audience that could be gained by adding certain independents strategically located would mean just that much more power for the messages that emanate from Washington.

The networks have already allowed some non-member stations to join their hookups on occasions, providing those stations paid the line tolls. It is not suggested that this be done on a regular scale either for sustaining or commercial programs. But it might readily be done when the President himself wants the ear of the whole nation for a momentous pronouncement like the one of July 24.

The proposal has been left in the hands of Mr. Dolph, director of radio in the great publicity drive that has started in Washington. He is expected to ask his chief, General Hugh S. Johnson, to consider it and himself to approach the telephone authorities with the suggestion. It is to be hoped that they will seize a splendid patriotic opportunity thus afforded.

As we see it, the time has come when the telephone company should contribute something toward the public service side of broadcasting. Its revenues from networks and station remotes, estimated variously as between $8,000,000 and $10,000,000 annually, have been constant. Even during the depression, when nearly all other costs went down, line rates remained the same. So far it has been a case of the phone people "getting theirs" even when radio "gave theirs" without stint and without hope of compensation.

It will be remembered, too, that the President under the law can commandeer all land lines as well as all radio time in case of war or emergency. In other words, he can order what is proposed here to be done if he so chooses.

The RADIO BOOK SHELF

AN AMBITIOUS contribution to the "of record" literature of broadcasting is the first edition of Pierre Key's RADIO ANNUAL, just off the presses (Pierre Key Publishing Corp., New York, $7.50). The first attempt of its kind, this 479-page volume is designed to be a handbook of information for people engaged in the business of broadcasting—particularly for program builders and buyers of station and network time. Its editor is Pierre V. R. Key, editor of MUSICAL DIGEST and for many years publisher of an important annual in the musical field, the MUSICAL WHO'S WHO.

Into his yearbook, Mr. Key has packed an immense amount of material, which is well indexed to furnish a ready reference to those who want to secure names, dates, addresses, etc. quickly. It contains call letter lists of American and world radio stations, lists of accounts using or having used radio, data on networks and stations and their rates, data on transcriptions and other spot broadcasting, reprints of the radio and copyright laws, articles on various phases of American and foreign radio and a wealth of other material.

The advertising is derived largely from radio and concert artists, and, somewhat like the British Broadcasting Corp. yearbook, it carries a complete calendar of outstanding national broadcasts of 1932. Thanks to the fine index, the book should prove highly valuable to all those who need to seek quickly basic information about radio, its time sellers and time buyers, agents, program builders, artists and the like.

IN HIS OWN inimitable fashion, under the dateline Do Not Disturb, N. Y., Ring Lardner picks radio's All-America team for 1932-33 in the magazine NEW YORKER, despite the fact that it still is a long way from the season for All-America picking. He chooses them in this order: (1) Maxwell House's Show Boat; (2) Fleischman's Rudy Vallee and his "U. S. Nasal Academy"; (3 and 4) Chase & Sanborn's Cantor-Rubinoff-Doc Lee Hour "as it was about 12 months ago" and the Lucky Strike-Jack Pearl-Cliff Hall-Magic Carpet-Walter O'Keefe Hour of last fall; (5) Fred Allen, Roy Atwell, etc. in the Linit Bath Club; (6) Paul Whiteman and the Revelers in the former Pontiac program; (7) Burns and Allen and Guy Lombardo's orchestra in the Robert Burns program; (8) Ed Wynn, Graham McNamee and Don Voorhees' orchestra in the Texaco program; (9) Col. Stoopnagle and Budd for Pontiac; (10) Lawrence Tibbett for Firestone; (11) Ben Bernie, Ohman and Arden, Gus Van, George Olsen and Ethel Shutta—"not that they belong together, but I can't leave any of them out."

We Pay Our Respects to—

J. L. VAN VOLKENBURG

STILL quite comfortably on this side of the ripe old age of 30, J. L. Van Volkenburg, president of KMOX, St. Louis, is one of the youngest major executives of a major broadcasting station in the United States. When Columbia Broadcasting System, owner of KMOX, elevated him recently to the full direction of the destinies of that 50,000-watt station, it paid handsome tribute to an indominatably energetic young man who had been with its organization only slightly more than six months.

For "Van" joined KMOX as sales manager in October, 1932. In January, 1933, he was made director of operations when William West went over to KSD as manager. About five months later he was elected president and member of the board of The Voice of St. Louis, Inc., the CBS operating subsidiary. Yet this was his first radio station job!

"Van" came to KMOX from the Chicago office of Batten, Barton, Durstine & Osborn, where he was in charge of the radio department. He had instituted the department after spending a six-month course of training under the capable Arthur Pryor, Jr., radio director of the New York office of B. B. D. & O. He had been with the agency's Chicago office about five years when he was selected for the radio post.

Aside from his youthful energy, which is his outstanding characteristic, his forte is his selling ability and his unusual programming sense. Even in the short time he has been with KMOX, he has done an exceptional job in building up daytime programs. A notable example that is being emulated by many stations is the KMOX Magic Kitchen, a cooperatively sponsored feature which has proved highly popular and effective.

Introduced to radio while still an undergraduate in the business school of the University of Minnesota, J. L. Van Volkenburg, presents the unusual picture of the artist turned executive. While going to college, he played and sang over WCCO, Minneapolis, and KSTP, St. Paul. He sang and played the piano, pipe organ and trombone. He could also dance.

The stage attracted him in his junior year at the university, so he accepted an offer to go on the Keith Circuit, doing a singing and playing act first with a team and later solo. He played the cities and the "sticks" in every corner of the country for about three years, and then decided to go back to college and finish his course, which he did. Then advertising lured him, and he obtained his position with the Chicago branch of the big agency.

J. L. Van Volkenburg was born in Sioux City, Ia., Dec. 6, 1903. His parents, who still reside in Iowa, were prominent Christian Scientists. While he was still a child, they moved to Pipestone, Minn., where he attended grade and high schools. Then he entered the University of Minnesota.

He is a member of Phi Kappa Sigma, the Missouri Athletic Club and the St. Louis Advertising Club. He was married to Miss Kathryn Hurst, at the time also connected with a Chicago advertising agency, in December, 1930. His hobbies are golf and horseback riding.

PERSONAL NOTES

WILLIS O. COOPER, formerly in charge of continuity in the CBS Chicago division, has been appointed head of the continuity department at the NBC Chicago division to succeed John Gihon, who has gone to KDKA, Pittsburgh, in a similar capacity.

JOHN F. ROYAL, program vice president of NBC, leaves for Europe shortly after Aug. 1 on a vacation. It is also reported he is on a quest for new talent.

L. E. BACHMAN, formerly with Marshalk & Pratt, New York agency, is now sales manager of the Amalgamated Broadcasting System, New York.

HAROLD A. LAFOUNT, fifth zone radio commissioner, who is now winding up a month's tour of the western states, was guest of honor in July at one of the Concert Hall Revues of KSL, Salt Lake City, his home town. Governor Blood and other notables of Utah attended, and Commissioner Lafount spoke over the new KSL in praise of its activities.

A. W. (SEN) KANEY, assistant to Niles Trammell, vice president in charge of the NBC Chicago division, was elected vice president of the Chicago Broadcasters Association July 10.

J. OLIVER RIEHL, at one time music supervisor for NBC in Chicago, now acting as a "trouble shooter" for broadcasting stations, went to Dallas in July to reorganize the program and production department of WFAA. He planned to be away six weeks.

JOHN GIHON, of the continuity department of NBC in Chicago, has been appointed program manager of KDKA, Pittsburgh, according to an announcement by William S. Hedges, manager.

EARLE C. ANTHONY, owner of KFI and KECA, Los Angeles, has been elected president of the board of directors of the Symphonies Under the Stars Foundation, which will operate the Hollywood Bowl concert series this year.

COL. THAD H. BROWN, acting chairman of the Radio Commission, returned to his desk July 21 after having spent 10 days in Columbus, O., occasioned by the death of his mother-in-law there July 13.

ARTHUR SCHARFELD, Washington radio attorney associated with Louis G. Caldwell, was secretly married on July 10 in Cleveland, his home town, to Miss Lucille Spears, formerly a clerk in the Radio Commission. Mr. and Mrs. Scharfeld, when last heard from, were honeymooning in Mexico City.

MAJ. WALTER T. CONDER has been appointed general manager of the Australian Broadcasting Commission as successor to the late H. P. Williams. Maj. Conder was in radio as early as 1924 as managing director of the Broadcasting Company of Australia, which controlled 3LO, Melbourne.

DELOS OWEN has been appointed assistant program director of WBBM and CBS in Chicago to handle the new General Mills network series, "Jack Armstrong-All American Boy." Owen was formerly musical director at WGN, Chicago.

HARRY STEELE, news commentator and director of publicity for WLS, Chicago, has resigned. His place has been taken by Julian Bentley, formerly in charge of the United Press office in Milwaukee.

OLIVER MORTON, formerly of KDKA, Pittsburgh, and Robert Hotz, formerly of the Boston brokerage firm of Jackson & Curtis, have been added to the sales staff of the NBC Chicago division.

STATION managers who visited the NBC Chicago division during July include: Stanley Hubbard and Ford Billings, KSTP; Wylie Harris, WJDX; Orson Stiles, WOW; Charles J. Burke, WDAY; R. Chilton, KRLD; William Walker, WIBA.

HAROLD P. BROWN, former editor of RADIO DIGEST and RADIO ART, and Hal Tillotson, formerly associated with him on those periodicals, have resigned to start an artist periodical to be called RADIO BUSINESS. The name of RADIO DIGEST has been changed to RADIO FANFARE, with Raymond Bill as publisher.

WALTER DAVIDSON, formerly of the Standard Farm Papers, has been added to the sales staff of WLS, Chicago.

BEHIND THE MICROPHONE

NEWCOMB F. THOMPSON, radio editor of the BOSTON AMERICAN, was presented with a General Electric automobile receiving set on the occasion of his one-thousandth news broadcast over WAAB, Boston, July 14. The presentation was made by John Shepard 3rd, President of the Yankee Network. Thompson, who also has charge of radio promotion for the AMERICAN, has been giving news broadcasts regularly from the special studio in the American building since WAAB went on the air in April, 1931.

PHILIP JAMES, conductor of the WOR Little Symphony Orchestra, Newark, has been appointed director of the School of Music at New York University. George Shackley, music director of WOR, has composed a triumphal march, "Wings of Italy", which he dedicated to General Italo Balbo, Commander of the Italian seaplane squadron.

JERRY SULLIVAN, veteran Chicago radio announcer, is now free lancing, appearing in three programs a week for a Chicago storage company.

WALTER BUNKER, Jr. and wife are on their way back to San Francisco and KFRC, where he is chief announcer, after a six months' sojourn in Europe.

BORN, to Mr. and Mrs. Lorenz Wolters, Chicago, a daughter, Winifred Flora Mary. Mr. Wolters is radio editor of the CHICAGO TRIBUNE.

BORN, to Mr. and Mrs. Frank Dahm, Chicago, a son, Frank, Jr., Mr. Dahm is author of the "Orphan Annie" series on NBC.

MURRAY ARNOLD, columnist for RADIO GUIDE, and John Hayes have been appointed announcers at WIP, Philadelphia.

ZHAY CLARK, former harp soloist at KFI, Los Angeles, is now staff arranger for Radioart Guild of America, Los Angeles transcription producer.

CHET MITTENDORF, commercial manager of KFWB, Hollywood, is appearing before the microphone once a week to interview the "Outdoor Reporter" in a vacation program.

AUSTIN PETERSON has been added to the continuity staff of KFRC, San Francisco, and Herbert Bevan has resigned as a salesman of the same station.

HARRY JAMES, former manager of KELW, Burbank, Cal., and more recently a free lance radio artist, has become associated with Radioscript Productions, Inc., 536 South Hill St., Los Angeles. So also has Miss Edna Hollenbeck, who for many years has been with Richardson's Music Co. arranging its recorded programs over southern California stations.

EDWARD LINN, formerly of WSAI and later of WBBM, has joined the announcing staff of WHB, Kansas City.

HARVEY KRAUSE, formerly staff organist for KOY, Phoenix, Ariz., has returned to the station after a year spent in theater work.

HARRY LEROY, formerly with WMT, Waterloo, Ia., and KOL, Seattle, in July joined the staff of KGER, Long Beach, Cal., to become master of ceremonies for its daily revue program.

KENNETH FRY, former sports editor of the CHICAGO EVENING POST, has been added to the press staff of the NBC Chicago division.

FRED LANE, former KFRC announcer, has joined the staff of KTAB, San Francisco.

THE microphone IS AN INNOCENT LOOKING THING, BUT

It faces many dangers. The advertiser's product may have poor distribution; it may be bucking keen competition, price cutting, ill

will. It may be in need of detailed field work. These are only a few of the problems every microphone faces. The WCKY merchandising department is overcoming these dangers. The advertiser has a personal representative in practically every store in the WCKY primary zone—a sensitive finger on the pulse of his expenditure. Good management, good production and good continuity support the message from one side of the "mike"; thorough and effective merchandising carries that support directly to the point of sale. The outcome is RESULTS.

■

"The Voice of Cincinnati"

Owned and Operated by L. B. WILSON, Inc.

IN THE CONTROL ROOM

THE FALL PROSPECTUS of the Capitol Radio Engineering Institute, Washington, D. C., which offers courses in practical radio engineering, has just been issued, and this year's courses, include broadcast instruction for which complete studio facilities have been installed. General Radio Co. equipment is being used, and there is a studio with microphone and turntable equipment and a complete amplifier and monitoring panel.

A WORLD convention of radio amateurs will be held at the Medinah Club, Chicago, Aug. 3, 4 and 5, in connection with amateur activities at the Century of Progress Exposition where the "hams" have an exhibit and operate several stations.

BRUCE GEDDES, transmitter engineer of WJSV, Alexandria, Va., and son of Bond Geddes, executive director of the Radio Manufacturers Association, was married in Hollywood July 19 to Miss Mary Herrick of Los Angeles. After a motor trip east, they will make their residence in Washington.

H. H. TIMBERS has succeeded W. E. Harkness, recently retired, in charge of licensing arrangements for Electrical Research Products, Inc. F. C. Bisbee continues as manager of ERPI's broadcasting department.

JACK PIERCE, WGN, Chicago, control engineer, and Miss Margaret Dorney were married in July in Chicago.

W. L. KRAHL, former chief engineer of Arcturus Tube Co., and E. M. Stuckert, formerly with Westinghouse, have joined the staff of Hygrade Sylvania Corp., Salem, Mass.

HOWARD S. FRAZIER, communications engineer of the Amalgamated Broadcasting System, was in Washington recently testing equipment of WOL, which is due to be served by the network.

MERWYN S. ADAMS, former chief engineer for KFVD-KFAC, Los Angeles, has been appointed NBC engineer in Los Angeles.

TRIPLETS were born to Raymond K. Strong, control engineer at WGY, Schenectady, and Mrs Strong—two boys and a girl—on June 30.

Radio Operators' Hours, Wages Limited in Code

RADIO OPERATORS at fixed stations, which include broadcasting, would not be required to work more than eight hours in 24 or more than 36 hours a week under a code of fair competition submitted by the American Radio Telegraphists Association, 20 Irving Place, New York, to the National Recovery Administration.

Minimum wages for radio operators are listed as follows: chief operator, $250 a month; second operator, $235; third operator, $225; subsequent operators, $200. The code states that any person holding a valid commercial radio license is eligible to join the association and defines fixed stations as any radio transmitting apparatus used at a particular location for any class of service other than amateur. The code also proposes that "at least one member of the Federal Radio Commission shall at all times be a radio operator chosen by the radio operating profession."

Art of Continuity Writing

(*Continued from page 9*)

John Blank at the Blank Brake Service Company . . . 500 Main Street . . . next to the filling station. Look for the big sign . . . and then drive in.

Overlook weak, clumsy language and faulty expression in this announcement and consider for a moment the information it gives. As submitted, it contains the following facts:

1. On slippery streets motorists have many slight accidents.
2. Wheels may be thrown out of line by minor accidents.
3. Tires wear out rapidly on wheels that are out of line.
4. Only a machine can detect faulty alignment.
5. Such a machine is available free at the Blank Brake Service at 500 Main Street.
6. The Blank Brake Service will also tell you the condition of your brakes and axles.
7. Mr. Blank is a pioneer and a specialist in his field.
8. Brake lining is guaranteed by written receipt.
9. The Blank Brake Service is next to a filling station and has a big sign hanging outside.

Weaknesses Manifold

A GLANCE at the facts as they are here tabulated indicates that the most important weakness of the announcement lies in the fact that it attempts to tell too many things. Wheel alignment is one thing; faulty brakes are quite another. Both subjects are interesting and important to motorists; but both stories cannot be told effectively in one announcement. A talk about wheel alignment that trails off into a discussion of faulty brakes fails to arouse enough interest in either subject to produce action.

Statements 7 and 8 are weak attempts to establish confidence. And as an attention-getter, statement number one is less effective than ten seconds of silence. Statement 9 is another pathetic waste of words and a splendid example of a peculiar obsession which grips many advertisers and copy writers. Business men, otherwise shrewd, insist on weakening copy and wasting words by such attempts to fix the location of shops and stores in the minds of listeners. Any motorist with enough intelligence to have his wheels examined could certainly find the address, 500 Main Street. One member of the announcing staff confessed that he passed the address six times a day and had never noticed a filling station next to the Blank Brake Service. The "big sign" differs but slightly from a dozen others in the same block. The advertising value even of repeating the address is questionable. Any superfluous material weakens an announcement, just as it weakens a printed advertisement, and if the listener is sufficiently impressed with the name and the service Mr. Blank offers, he will find the place without much difficulty.

Three Announcements Needed

JOHN BLANK needs three separate announcements to carry the information contained in the nine statements listed above. The first should be an "economy" talk, showing the expense of wearing out tires on wheels that are out of line. The second should appeal to fear of accidents due to faulty brakes. Both the first and second ought to be directed to motorists who need to be reminded to take care of their cars. The third announcement should be written for the thoughtful motorist who takes care of his car and is interested in service shops where the best work is done with the finest equipment. The rotation of three short, well-written "economy", "safety" and "equipment" announcements should produce much better results than thirteen readings of the one in which the salesman attempted to tell everything.

Three such talks were prepared and handed to the salesman with the suggestion that he sell Mr. Blank the idea of substituting them for the original announcement. The "economy" talk read as follows:

John Blank says: "Step on your brakes! Lock your wheels! Slide your tires! You can afford to ruin a tire to save a life. But you can't afford to ruin tires every day on wheels that are out of line."

There are just two ways on detecting faulty alignment of wheels. One way is by discovering that you have ruined a tire. That's expensive. The other way—sure, swift and free—is to drive your car periodically across Safety Lane at the Blank Brake Service where you may watch the indicators yourself. You can do it in 30 seconds and there's no obligation. If your wheels need adjustment, John Blank, for years a specialist in this work, has the finest equipment in the city to do it for you. He invites you to drive into the Blank Brake Service at 500 Main Street every month for a free, accurate check on your wheels.

First Copy Fails

ALTHOUGH the cost would have been the same, Mr. Blank could not be persuaded to substitute the three announcements for the one he had helped compose. An interesting sequel to this story is that he cancelled his contract before it expired because of lack of results.

Here is an excerpt from an announcement submitted for a large cafeteria, which for the purpose of this article may be called the Johnson Cafeteria.

The Johnson Cafeteria invites you to dine with them tomorrow in a dry, air-cooled room amid pleasant surroundings where you will enjoy your meal. At Johnson's your table is always neat and clean, and courteous attention is always first in the minds of those who serve you.

The only fact in that paragraph worthy of being broadcast as an advertisement is contained in the words, "dry, air-cooled room". The only cafeteria in the city which offers any competition to Johnson's also serves meals amid pleasant surroundings where tables are neat and clean and the service is courteous. The other cafeteria, however, cools its air with water, a method which some patrons believe causes unwholesome dampness in the room. The public takes for granted that a reputable cafeteria would be strict in cleanliness and courteous in serving patrons. It is wasting the attention of the public to mention these things. It is

(*Continued on page 30*)

RIGHT YOU ARE, *Mr. Rankin!*

EVERY INDEX points to better times . . . indeed, the business of broadcasting is already beginning to feel the stimulus of renewed industrial activity. Judging from new and renewal accounts already being signed, it looks like a record-breaking fall and winter ahead for radio.

BROADCASTING Magazine and its editors share with the popular head of the William H. Rankin Co., advertising agency, his enthusiasm for President Roosevelt, General Hugh S. Johnson, the so-called "Brain Trust" and the rest of the men in the government service now bending their utmost efforts toward bringing our country out of the Slough of Despond. [As expressed in his article in the July 15 issue of BROADCASTING.]

WITH MR. RANKIN'S view that $1,000,000,000 of the already perceptible increases of many billions in stock, bonds and mortgage valuations, farm and industry prices, etc., ought to be spent in advertising, we cannot but agree. More than that, we are confident that the advertising pursestrings will loosen this fall in due proportion to the magnificent industrial recovery on its way.

THE FACT IS that BROADCASTING Magazine, born in the depths of the 1931 year of the depression, is itself beginning to feel tangible evidences of recovery in the form of new space orders, reflecting not only the high regard of the broadcasting industry for this magazine but the definite realization or anticipation within the ranks of radio of recovery from the worst business summer since commercial broadcasting began.

THIS MAGAZINE is subscribing wholeheartedly to President Roosevelt's reemployment agreement. It confidently expects to thrive along with the rest of the business world in general and the business of broadcasting in particular.

BROADCASTING

combined with

Broadcast Advertising

"The ONLY Trade Journal of the Industry"

870 National Press Building — Washington, D. C.

ARKANSAS
IS BOOMING!
COTTON IS UP!
LUMBER MILLS—
Every lumber mill in the state is working full time.
LITTLE ROCK,
the capital city, in the exact geographical center of the state, has money to spend.
Reach this responsive, ready-to-buy audience through
ARKANSAS' ONLY FULL TIME NETWORK STATION
KLRA
(Member CBS)
1390 Kilocycles .. 1000 Watts
The Voice of Arkansas
ALBERT PIKE HOTEL
LITTLE ROCK, ARK.

New Orleans Stations Form Own News Setup

NATIONAL and local news is being furnished New Orleans broadcasting stations by the City News Service, organized by Edwin D. Barber, former newspaperman, shortly after New Orleans refused to furnish news to the stations. Subsequently WDSU was enjoined from using news from local papers until it was 24 hours old.

Stations WDSU, WWL, WSMB and WJBO have already enlisted for the service, according to Mr. Barber, and a 5,000 word daily news summary is being obtained from Washington. The Postal Telegraph and the Mackay radio system, he asserted, are cooperating by furnishing bulletins on spot news.

Teletypes have been installed in all subscribing stations, while the central transmitting teletype is located at police headquarters. All stories, regardless of nature, are being held to 35 words. While each station has set aside a time for the news broadcasts, flashes will be used on important news.

Mr. Barber was recently with the Associated Press in China and has had newspaper experience in New York, Chicago and Oakland, Calif.

UPON protest of WSPD, Toledo, the Radio Commission on July 21 suspended its recent decision granting WSAI, Cincinnati, an increase in power from 500 watts night and 1 kw. day to 1 kw. night and 2½ kw. day, and designated the application for hearing, which probably will be held in September.

Reply to Boycott

RADIO'S answer to the news boycott by newspapers in the Missouri and Arkansas Ozarks has been the establishment by KGBX, Springfield, of a complete news-gathering department composed of veteran newspapermen who handle everything from society and sports to editorial comment. Heading the news staff is Floyd M. Sullivan, former managing editor of the SPRINGFIELD DAILY LEDGER.

Agency Recognition

LOS ANGELES broadcasters met recently with representatives of advertising agencies and newspapers to discuss agency recognition and considered formation of a bureau of recognition which would function for all three groups. G. W. King, KFWB manager, heads the broadcasters group.

ORANGE CRUSH Co., Chicago (beverages) on July 10 placed its "Marco, World Traveler" transcriptions, 2-minute announcements daily for 32 times, on about 20 stations. Account handled by J. Walter Thompson Co., Chicago.

On Studio Audiences

(*Continued from page 7*)

allowed a studio audience to express its feelings, yet I can't believe we've lost any of our silent buying prospects because they weren't privileged to listen in on an ear-splitting round of applause and laughter by a few fortunate fellows who had an "in" and thus got a free ticket, giving them access to the hallowed halls of the studio.

I believe radio, if it continues this habit of allowing audiences to give vent to their feelings, will suffer. There's no entertainment, little pleasure and scant education in a series of horse laughs and handclaps. And certainly not much sales power. The steadily increasing resentment against stupid, long-winded commercials is being augmented by this "left-out-of-it" feeling. There are growing growls in the radio bleacher seats. Advertisers who persist will possibly find listeners afflicted with total lapse of interest when their program rolls around.

Recovery Campaign

(*Continued from page 6*)

will be submitted to the entire industry prior to any dealings with NRA. The informal view has been that since broadcasting stations are already regulated by the federal government, through the Radio Commission, the industry is not subject to the regulation of NRA. The blanket code, however, puts a new aspect on the matter, since all signers automatically become amenable to the powers of NRA. Consequently it may become incumbent upon the broadcasting industry to submit a code of fair competition and to adjust its operations to conform with minimum wage, maximum hour and other measures falling within the scope of NRA activity.

Boycott Threatens Slackers

GREAT significance attaches to the use of the NRA badge, to be issued to organizations which sign the blanket code and which can be displayed on all equipment, goods, communications and premises. The President himself advocates that the public patronize only those businesses which qualify themselves through display of the NRA seal. Thus, those organizations which fail to subscribe to the blanket agreement may find themselves boycotted by the public.

By virtue of Mr. Kobak's pledge of the full cooperation of AFA, advertising clubs and associations in most major cities will assist Washington NRA headquarters in copy preparation and in other advertising matters. The AFA speakers bureau also is made available to NRA.

"Thus the advertising and selling interests of the country are glad to assist in this nation-wide campaign to increase the spread purchasing power," said Mr. Kobak. "Advertising is useful to sell ideas as well as commodities and at this time advertising can demonstrate its ability if properly used. Facts must be put squarely to employer and consumer. The truth must be told in definite language and an appeal made to get every individual to do his or her share based on the exact situation as it stands today. Any false statements will react against the drive under way.

"Truth in Advertising"

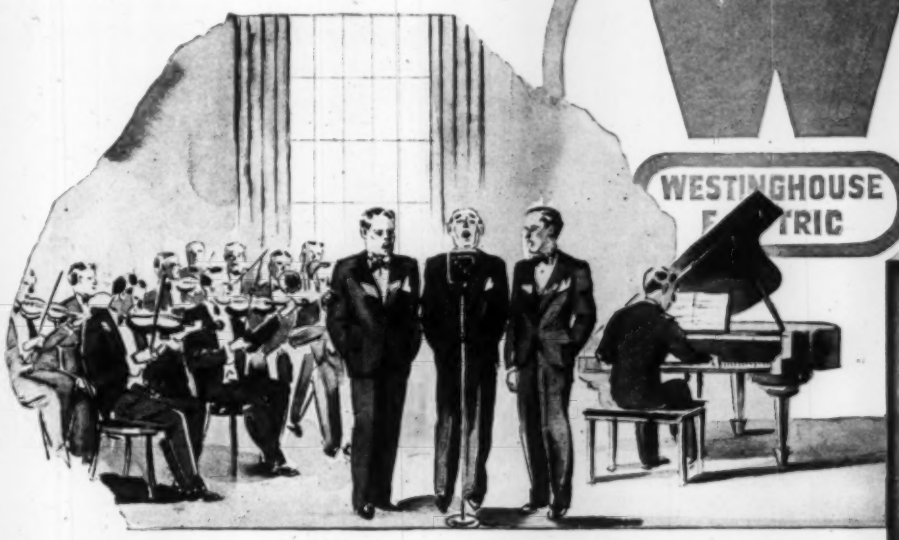
"IT IS one thing to put more money in the pockets of more people, but the hope of the country depends on money in motion. Business must use honest selling and advertising methods to sell goods and get more money in action. Otherwise there can be no steady recovery. Advertising sees an opportunity to serve at this time and organized advertising asks that 'Truth in Advertising' prevail at all times."

Machinery for interpreting and clarifying the blanket code has been set up in NRA under General Thomas H. Hammond, who heads a committee which will endeavor to answer all questions submitted by mail or telegraph. Inquiries should be addressed to General Hammond and should be as brief and clear as possible.

RIGHT NOW!
GRAINS and DAIRY PRODUCTS LEAD in the NEW DEAL
RIGHT NOW!
CHOICE "CROSS-THE-BOARD" TIME, with NO PENALTY for TRANSCRIPTIONS, is still AVAILABLE.
RIGHT NOW!
WIRE or PHONE NEAREST OFFICE
NEW YORK
Paul H. Raymer
205 E. 42nd St.
Murray Hill 4-0658
GENERAL OFFICES
St. Paul Hotel
St. Paul, Minn.
Cedar 4400
CHICAGO
Free & Steininger, Inc.
180 North Michigan Ave.
Franklin 6373
9TH U.S. RETAIL MARKET
MINNEAPOLIS
KSTP
ST. PAUL
25,000 WATTS
DAYTIME POWER
The ONLY High-Powered Broadcaster on MORE THAN ONE-FOURTH of the Radio Dial

WFBG
ALTOONA, PA.
1310 kilocycles
100 watts
ADVERTISERS CHOICE
for thorough coverage of Central Pennsylvania.
Equipped with 33 1/3 and 78 r.p.m. transcription turntables.
"Voice of the Alleghenies"

Behind the scenes



WESTINGHOUSE RECTIFIERS
Improve Station Performance

SINCE the birth of broadcasting back in 1920, Westinghouse has supplied radio stations—large and small—with equipment that has permitted constant improvements in station performance.

Now—Westinghouse offers you a tried and proved line of high-voltage mercury-vapor rectifiers for every application.

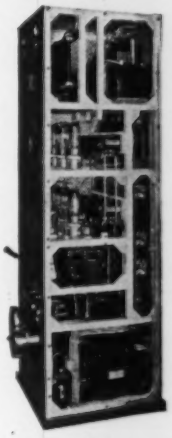
Westinghouse rectifiers are available in ratings as high as 400 kw., 20,000 volts and as low as 1,000 watts, 1,000 volts.

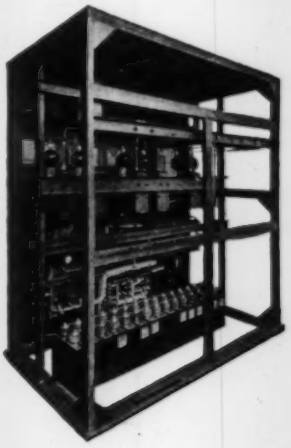
All units contain new, high-efficiency mercury-vapor tubes; low-regulation transformers; new oil dielectric filter condensers; and improved control circuits that result in increased operating efficiency and dependability.

In addition, the smaller sizes, built in self-contained units, are equipped with main plate, auxiliary plate and bias rectifiers, filters, and control apparatus complete . . . ready to connect to power line and transmitter.

Westinghouse engineers will be glad to discuss with you the proper apparatus for your specific requirements. Simply mail the coupon.

Rectifier unit with protective screen removed to show internal construction. It provides three sources of direct current—3000 volts at 1.5 amperes; 1500 volts at .6 amperes; and 500-volt bias current. It has a 5-tap power control. The percentage of ripple is less than ¼ of 1 per cent.





A Westinghouse 72-kw. Rectifier (4 amperes at 18,000 volts), with side and rear screens removed. Percentage of ripple is less than ¼ of 1 per cent.

Westinghouse

Quality workmanship
guarantees every Westinghouse product

CLIP HERE AND MAIL TO

Westinghouse Electric & Manufacturing Company
Room 2-N—East Pittsburgh, Pa.

Gentlemen: We want to discuss Westinghouse high-voltage rectifiers with you.

Name.....

Station.....

Address..... T 79685

Current Requirements.....*Voltage*..... B 8-1-33

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Representatives and Apparatus; Notes from the Stations

STATION ACCOUNTS

WGN, Chicago: Edna Wallace Hopper, Inc., Chicago (cosmetics) transcription series of "Romance of Helen Trent", 15 minutes, 5 days weekly for indefinite period, thru Blackett-Sample-Hummert, New York; Two-Minute Dessert, Chicago, has renewed 15-minute period featuring Francis X. Bushman six mornings a week for indefinite period, thru Rogers & Smith, Chicago; H. J. Heinz Co., Pittsburgh (rice flakes) "Tarzan" transcriptions, five days weekly for indefinite period, Maxon, Inc., Detroit; Daggett & Ramsdell, New York (cosmetics) 15-minute "Beauty School of the Air", 3 days weekly for indefinite period, McCann-Erickson, New York; Dodge Brothers, Detroit (motor cars), and Indian Refining Co., Lawrenceville, Ill. (Havoline motor oil) jointly sponsoring "Quin Ryan Tours the World's Fair", 15-minute periods 6 evenings a week, thru Ruthrauff & Ryan for Dodge and Erwin, Wasey & Co., Chicago, for Indian Co.

KMOX, St. Louis: Monroe Chemical Co., Quincy, Ill. (Putnam dyes) Magic Kitchen and announcements half hour daily, 13 weeks, thru D'Arcy Advertising Co., St. Louis; Dr. W. J. Ross Co., Los Alamitos, Cal. (Dr. Ross dog foods) 15-minute transcription once weekly, 26 weeks, direct; H. J. Heinz Co., Pittsburgh (rice flakes) Tarzan transcriptions, 5 afternoons weekly, 11 weeks, Maxon, Inc., Detroit; Perkin's Products Co., Chicago (Kool-Ade) 2-minute transcription (contest) daily, 26 times, SHB, New York; United Remedies Co., Chicago (Acidine) daily announcements, 52 weeks, SHB, New York; Cole Milling Co., Chester, Ill. (Omega flour) renewal with Magic Kitchen and announcements, daily, 13 weeks, D'Arcy Advertising Co.

WOR, Newark, N. J.: Household Finance Corp. of America, Chicago (home financing), weekly quarter hour program, 52 weeks, thru Charles Daniel Frey Co., Chicago; My-T-Fine Corp., Brooklyn (ice cream powder) three 10-minute programs weekly, 13 weeks, H. L. Stedfeld Co., New York; Borden Farm Products, New York (milk, cream, etc.) quarter hour 3 times weekly, 26 weeks, direct; Hunter Island Inn, New York (shore resort) dance music two nights weekly, direct; Hollywood Pelham Gardens, Pelham, N. Y. (motor resort) dance music two nights weekly, direct.

KFI, Los Angeles: George W. Luft Co., Long Island, N. Y. (Tangee) 23 weekly transcription programs, thru Cecil, Warwick & Cecil and SHB, New York; PX Products Co., Los Angeles, twice weekly, 26 programs, Smith & Drum, Los Angeles; Crowell Publishing Co., New York (Woman's Home Companion) weekly shopping talk, 52 weeks, Geyer Co., Inc., New York; J. W. Marrow Mfg. Co., Chicago (Mar-O-Oil) talk and piano solo, 3 times weekly, 52 programs, Graham Hughes, Los Angeles; Harold F. Ritchie & Co., New York, Eno Crime Club transcriptions, twice weekly, 1 year, N. W. Ayer & Son, New York.

WTMJ, Milwaukee: Buick-Olds-Pontiac Sales Co., Detroit (Oldsmobile) announcements 3 days weekly, thru Campbell-Ewald Co., Detroit; B. F. Goodrich Rubber Co., Akron, O. (tires) 5-minute transcriptions, 3 days weekly, Ruthrauff & Ryan, Inc., New York.

WWNC, Asheville, N. C.: Plough Chemical Co., Memphis (Plough face powder, St. Joseph aspirin, Penetro drops) 3 transcription announcements weekly, indefinite period, thru SHB and E. Katz Advertising Agency; Stanback Co., Salisbury, N. C. (headache powder) 6 announcements weekly, indefinite period, direct; Ocean Forest Hotel, Myrtle Beach, N. C., 11 announcements, McKinney Advertising Agency, Daytona Beach, Fla.; Keely Institute, Greensboro, N. C. (hospital) weather forecast 6 evenings weekly for 6 months, Williamson-Thomas Advertising Co., Greensboro.

WBAL, Baltimore, Md.: United Remedies, Inc., Chicago (Kolor-Bak hair restorer) spot announcements two days weekly, 52 weeks, thru SHB, Chicago; Phillips Packing Co., Cambridge, Md. (canned foods) daily announcements, 52 weeks, handled direct; Crazy Water Hotel Co., Mineral Springs, Tex. (Crazy Water Crystals) one announcement weekly, 26 weeks, direct.

WIP, Philadelphia: Continental Baking Co., Norristown, Pa., thru Batten, Barton, Durstine & Osborn; S. C. Johnson & Son, Racine, Wis. (Glocoat) thru Needham, Louis and Brorby, Inc.; Gem Products, Camden, N. J. (washing powder) direct.

SONTAG DRUG Co., Southern California chain of cut-rate drug stores, with headquarters in Los Angeles, has started a 30-day trial radio campaign, using ten stations, in the metropolitan Los Angeles area for commercial announcements. Milton Weinberg agency, Los Angeles, handles the account.

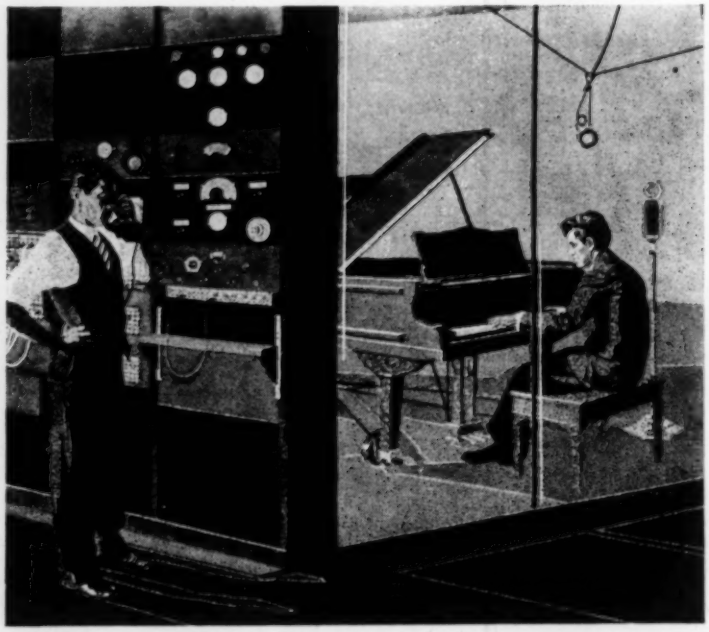
WJZ, New York: Julius Grossman, Inc., New York (shoes) reinstates "Baby Rose Mary", Sunday noons, from Sept. 10; Harold F. Ritchie Co. changes schedule of "Eno Crime Club" from Sept. 5 to Jan. 31 to Tuesdays and Wednesdays, 7-8:30 p.m., EST.

WBBM, Chicago: American Bird Products, Inc., Chicago (birds and seeds) 15-minute Sunday morning programs for 33 weeks, effective Oct. 1; handled by Weston-Barnett, Chicago. Marquette Petroleum Products, Chicago (motor oil), will sponsor Pat Flanagan's football reviews, preceding collegiate football games in Chicago, effective Oct. 7; direct. Walgreen Drug Stores, Chicago, will sponsor collegiate football broadcasts, effective Oct. 7; direct. Rumford Chemical Works, Rumford, R. I. (baking powder) will sponsor 15-minute transcriptions Monday and Thursday mornings for 52 times; handled by Atherton & Currier, New York, and SHB. Grigsby-Grunow Co., Chicago (auto radios) sponsored weather reports during week of July 24; handled by Erwin, Wasey Co., Chicago. George W. Luft Co., Long Island City, New York, (Tangee cosmetics) is sponsoring 5-minute transcriptions of "Intimate Hollywood News" 5 nights a week for an indefinite period; handled by Cecil, Warwick & Cecil, New York.

KHJ, Los Angeles: Osborne Co., Los Angeles (hair restorer) sponsorship of "Conqueror of Sky" series, 52 weeks, thru Grace Glasser, Los Angeles; Coast Fishing Co., Wilming'on, Del. (fish canners) 2 announcements weekly on "Happy-Go-Lucky Frolic", J. Walter Thompson Co., Los Angeles; Crazy Water Hotel Co., Mineral Springs, Tex. (Crazy Crystals).

MARBEN ADVERTISING Corp., New York, announces it has placed a 13-week contract with WIS, Columbia, S. C., to carry its ""News Parade" transcriptions for The Hennafoam Corp., New York (shampoo).

WALGREN Drug Stores, Chicago, is sponsoring Pat Flanagan's "Sport Hunches" for 15 minutes preceding Flanagan's account of Chicago Cubs and Sox baseball games over WBBM, Chicago; handled direct.



TRIBUTE IN MOSAIC—Adorning the walls of the immense concourse of Cincinnati's magnificent new railway depot are many colored mosaics showing in panorama the progress of art and industry. The panel above is the tribute to radio. It was done by Winold Reiss, noted artist, and has a central position in the display.

NETWORK ACCOUNTS

RALSTON PURINA Co., St. Louis (cereal) on Sept. 25 starts Tom Mix in a children's program over an NBC-WEAF network consisting of WEAF, WEEI, WTIC, WJAR, WTAG, Philadelphia, WRC, WGY, WBEN, WCAE, WTAM, WWJ, WCSH and WFBR, Mondays, Wednesdays and Fridays, 4:30-4:45 p.m., EST, with repeat at 5:30-5:45, EST, for WMAQ, KSD, WTMJ, WIBA, KSTP and WEBC. Same sponsor, advertising its Ry-Krisp, on Sept. 26 will start "Madame Sylvia and Movie Stars" on NBC-WEAF network consisting of WEAF, WEEI, WTAG, WRC, WGY, WBEN, WWJ, WMAQ, KSD, WOC-WHO, KOA, KDYL, WTMJ, WIBA, WEBC, KSTP and the NBC-KGO network, Tuesdays, 9:30-9:45, EST. Gardner Advertising Co., New York, handles accounts.

KRAFT-PHENIX CHEESE Corp., Chicago (Miracle Whip salad dressing) on Aug. 3 extends its NBC-WEAF contract to include basic WEAF network, NW and SW supplements and NBC-KGO network, plus KOA and KDYL, with Al Jolson, Paul Whiteman's orchestra and Deems Taylor as master of ceremonies, Thursdays, 9-10 p.m., EST. J. Walter Thompson Co., New York, handles account.

MALTED CEREALS Co., Burlington, Vt. (Maltex) on Aug. 20 starts Dale Carnegie in talks on "Little Known Facts About Well Known People", with orchestra, on NBC-WEAF network including WEEI, WTIC, WJAR, WCSH, WTAG, WGY, WBEN, WTAM, WWJ and Philadelphia, Sundays, 4:30-5 p.m., EST. Samuel C. Croot Co., New York, handles account.

BUICK MOTOR CAR Co., Detroit, on July 31 started Gus Haenschen's orchestra, Ohman & Arden piano team, Conrad Thibault and Arlene Jackson, Songsmiths Quartet, Nightingales Trio, Arthur Boran, impersonator, and Graham McNamee on 36 NBC-WEAF stations, Mondays, 9:30-10 p.m., EST, for 8 weeks. Campbell-Ewald Co., Detroit, handles account.

BUICK - OLDSMOBILE - PONTIAC Sales Corp., Detroit (Oldsmobile division) on Aug. 1 starts Leon Belasco's orcnestra, Barbara Morrel, the Humming Birds and Ted Husing on CBS network, Tuesdays and Thursdays, 9:30-9:45 p.m., EST. Campbell-Ewald Co., Detroit, handles account.

BUICK - OLDSMOBILE - PONTIAC Sales Corp., Detroit (Pontiac division) on Aug. 1 starts Vincent Sorey's orchestra and Don Ross on CBS network, Tuesdays and Thursdays, 1:45-2 p.m., EST, with repeat for western group at 3-3:15 p.m., EST. Campbell-Ewald Co., Detroit, handles account.

CARLETON & Hovey Co., Lowell, Mass. (Father John's cough medicine) on Oct. 18 starts "Gems of Melody" on 14 NBC-WJZ stations, Wednesdays, 7:15-7:30 p.m., EST. On Oct. 15 same sponsor starts same program also on 17 NBC-WEAF stations, Sundays, 2:45-3 p.m., EST. John M. Queen Advertising-Merchandising, Boston, handles account.

FIRESTONE TIRE & RUBBER Co., Akron, on Dec. 4 starts "Voice of Firestone", with orchestra and guest artists, over the basic NBC-WEAF, plus NW, SE, SC, SW and Canadian groups, Mondays, 8:30-9 p.m., EST, with repeat at 11:30-12 p.m., EST, for NBC-KGO network plus KOA, KDYL, KGIR, KGHL, KFSD, KTAR and KGU. Sweeney & James, Cleveland, handles account.

WILLIAM R. WARNER & Co., New York (Sloan's Liniment) on Oct. 11 starts "20,000 Years in Sing Sing with Warden Lawes" over the basic NBC-WJZ network, Wednesdays, 9:30-10 p.m., EST. Same sponsor will use same network Wednesdays 9-9:30 p.m. to advertise its ""Vince Mouthwash" with John McCormack and orchestra. Cecil, Warwick & Cecil, New York, handles account.

THE CENTAUR Co., New York (Fletcher's Castoria) on Oct. 8 starts "Pages of Romance" on the basic NBC-WJZ network, with Canadian, NW, SW, Mtn., NBC-KGO groups, plus KFSD and KTAR, Sundays, 5:30-6 p.m., EST. Young & Rubicam, New York, handles account.

THE CENTAUR Co., New York (Fletcher's Castoria) on Oct. 4 starts a program, artists still unnamed, on 36 CBS stations plus Don Lee network, Wednesdays, 7:30-8 p.m., EST. Young & Rubicam, New York, handles account.

RICHFIELD OIL Corp. of New York on Aug. 13 renews "Richfield Country Club" on a split NBC-WEAF network, Mondays, 7:30-8 p.m. The Paul Cornell Agency, New York, handles account.

THE MOLLE Co., Bedford, O. (shaving cream) on Sept. 25 starts Charles Leland, comedian, with organ music, on 20 NBC-WEAF stations, Mondays, Wednesdays and Fridays, 6-6:15 p.m., EST. Stack-Goble Advertising Agency, Chicago, handles account.

HORLICK'S MALTED MILK Co., Racine, Wis., on Sept. 7 renews "Adventures in Health" over a split NBC-WJZ network and the NBC-KGO network, plus KOA and KDYL, Thursdays, 8:30-8:45 p.m. Lord & Thomas, Chicago, handles account.

ARMOUR & Co., Chicago, on July 21 cut the following stations carrying its "Armour Hour with Phil Baker" on NBC-WJZ network from its regular 8:30-9 p.m., EST, period, and began staging a special repeat for them at 12:15-12:45 a.m., EST: KGO, KFI, KGW, KOMO and KHQ.

J. A. FOLGER Co., San Francisco (coffee) has added KGW, KOMO and KHQ, to its once weekly broadcasts of "Lee S. Roberts and His Old Memory Box", recently renewed over KGO and KFI. Botsford, Constantine & Gardner handles account.

SPERRY FLOUR Co., San Francisco, on Aug. 8 renews in the "Woman's Magazine of the Air" program on NBC-KGO, second Tuesday each month, 10:30-10:45 a.m., PST. Westco Advertising Agency, San Francisco, handles account. Safeway Stores, Oakland, will renew 10:30-10:50 a.m., PST, period in same program Fridays from Sept. 2, adding KFSD, KTAR, KOA and KDYL to NBC-KGO network. Botsford, Constantine & Gardner, San Francisco, handles account.

CONTINENTAL BAKING Co., New York, on Aug. 7 resumes the Happy Bakers on 17 CBS stations, Mondays, Wednesdays and Fridays, 7-7:15 p.m., EST, 13 weeks. Batten, Barton, Durstine & Osborn, New York, handles account.

GULF REFINING Co., Pittsburgh, on Aug. 30 renewed its "Gulf Headliners" with Al Goodman's orchestra, the Revelers and guest artists, over 29 NBC-WJZ stations, Sundays, 8-8:30 p.m., EST. Cecil, Warwick & Cecil, New York, handles account.

DR. MILES LABORATORIES, Elhart, Ind. (Alka-Seltzer) on July 15 began using a special 3-station NBC network, carrying one hour of the WLS Barn Dance, Saturdays, 10:30-11 p.m., CST. Stations are WLS, WJR and KDKA. Wade Advertising, Chicago, handles account.

PACIFIC COAST BORAX Co., Wilmington, Cal. (20 Mule Team Borax) on Aug. 17 starts "Death Valley Days" on basic NBC-KGO network, Thursdays, 7:30-8 p.m., PST. McCann-Erickson, Inc., San Francisco, handles account.

STERLING PRODUCTS, Inc., Wheeling, W. Va., July 31 started the "Skippy" series on 12 CBS stations from WBBM, Mondays to Fridays inclusive, 5-5:15 p.m., CST, to continue to Sept. 22 and be augmented by more stations from Sept. 25. Blackett-Sample-Hummert, Inc., Chicago, handles account.

Keep Step in Pittsburgh With WCAE's *Progress*

New *Transmitter* Site

1,240,000 Population Within Radius of Ten Miles.

"The evidence," said R. H. Hyde, examiner, in approving WCAE's application to move the transmitter, "indicates that the proposed move would be a constructive step. The new location offers advantages that should result in a more uniform field intensity over the natural service area of the station."

WCAE, INCORPORATED

1220 KILOCYCLES 1000 WATTS

GOOD NEWS

• FOR ADVERTISERS SEEKING AMERICA'S RICHEST MARKET

WOW

NEBRASKA'S DOMINATING STATION

GETS FULL-TIME SERVICE

Effective August 1, Radio Station WOW has received permission from the Federal Radio Commission for full time . . . the only high-powered full-time station in Nebraska! New advertisers are being attracted by this increased reception, because WOW has always been the dominating station in this rich, primary market. If you have distribution in this section of the country, be sure to include WOW (on the NBC basic red network).

WOW LEADS IN RADIO AUDIT

The Price-Waterhouse & Co. audit for the Columbia Broadcasting System proved WOW's leadership in radio reception. WOW led all other stations and Columbia's own outlet by a large percentage.

Write to John J. Gillin, commercial manager, for full details of WOW's position in this rich trade territory.

RADIO STATION

590 KILO. **WOW** 1,000 WATTS

CLEARED REGIONAL CHANNEL

Owned & Operated by

WOODMEN OF THE WORLD LIFE INS. ASSN

OMAHA

GENERAL MILLS, Minneapolis (Wheaties) on July 31 started "Jack Armstrong, All American Boy" on same CBS network that formerly carried its "Skippy" programs, Mondays to Fridays inclusive, 4:30-4:45 p.m., EST, with repeat for west at 5:30-5:45 p.m., EST. Blackett-Sample-Hummert, Chicago, handles account.

CHANGES reported by CBS: Barbasol Co. after Sept. 11 changes time to 7:15-7:30 p.m., EST, with Edwin C. Hill on Mondays, Wednesdays and Fridays and Singin' Sam on Tuesdays and Thursdays; American Home Products Co. after Sept. 24 changes time to Sundays, 12:30-1:30 p.m., EST; Frigidaire has added WMT, WHEC, WICC, WLAC, WCAH, CKAC and CFRB to its network; Tidewater Oil Co., after July 10 added WICC.

SYRACUSE

—Is now the—

FIFTH CITY

In per capita

Retail Sales

Basic N.B.C.

WSYR

570 k.c. 526 m.

HECKER H-O Co., Buffalo, on Sept. 18 starts "H-Bar-O Rangers" again on 13 CBS stations, Mondays to Fridays inclusive, 5:15-5:30 p.m., EST, with same show for CBS-Don Lee network on Mondays, Wednesdays and Fridays, 5:45-6 p.m., PST. Erwin, Wasey & Co., New York, handles account.

WHEATENA Corp., Rahway, N. J., on Sept. 24 starts dramatic sketch by Raymond Knight, title undetermined, over 11 NBC-WEAF stations, Sundays to Thursdays inclusive, 7:30-7:45 p.m. Account Sept. 25 will also use NBC-KGO network. McKee & Albright, Philadelphia, handles account.

ACME WHITE LEAD & COLOR WORKS, Detroit (paints and varnishes) on Sept. 10 renews Smiling Ed McConnell on 31 CBS stations plus the Don Lee network, Sundays, 5-5:15 p.m., EST. Henri, Hurst & McDonald, Detroit, handles account.

SPOOL COTTON Co., New York (thread) on Sept. 29 renews "Threads of Happiness" on basic CBS, 18 supplementary and Don Lee networks, Fridays, 8:15-8:30 p.m., EST. The Paul Cornell Co., New York, handles account.

Regional Net Appoints

JOSEPH J. WEED, recently associated with Paul Block Associates, New York, and long associated with advertising in the newspaper and magazine field, has been appointed manager of the New York office of the New England Network, with headquarters at the Daily News Bldg., 220 East 42nd St. Mr. Weed will handle New York advertising contact for the five member stations of the network: WEEI, Boston; WJAR, Providence; WTIC, Hartford; WTAG, Worcester, and WCSH, Portland.

Recovery

The President's most recent radio message caused many additional salary increases in the St. Louis district . . . . . .

Our great breweries are working three daily shifts of thousands of workmen . . .

Our large shoe factories are working full time . . .

Responsive to the encouraging leadership of a fine administration, business generally has accelerated greatly in this district . . .

Are you getting your share?
Perhaps we can help.
Write now for low Summer rates.

WIL

ST. LOUIS, MO.

PROSPECTS

ACCOUNTS which have previously used radio and which are reported by the National Directory of Advertisers to be making up lists during the next few months are as follows: Associated Oil Co., San Francisco; American Chain Co., Bridgeport, Conn.; Fuller Brush Co., Hartford, Conn.; Oliver Farm Equipment Co., Chicago; Rowe Mfg. Co., Galesburg, Ill. (doors, gates, fencing, etc.); James Heddon's Sons, Dowagiac, Mich. (bait and fishing tackle); A. H. Lewis Medicine Co., St. Louis (Nature's Remedy, NR); Loose-Wiles Biscuit Co., Kansas City (biscuits, chocolates); Canada Dry Ginger Ale, Inc., New York; Hotel McAlpin, New York; Lehn & Fink Products Co., New York (toothpaste, toiletries); Yardley & Co., Ltd., New York (soaps and perfumes); Life Savers, Inc., Port Chester, N. Y.; William Tricker, Inc., Independence, O. (Wiltricks plant stock for winter gardens), and Parker Pen Co., Janesville, Wis.

GLYCERINE PRODUCERS ASS'N, New York (anti-freeze for autos) is already making up lists for another extensive nightly spot campaign during 10 weeks of the fall and winter, chiefly weather reports. Account is handled by Newell-Emmett, Inc., New York.

LA GERARDINE, Inc., New York (hair waving) will use radio with other media in a new campaign for which it has appointed Peck Advertising Agency, New York, as advertising and merchandising counsel.

TRANSCRIPTIONS

ADDITIONAL transcription accounts placed on various stations are reported as follows by National Advertising Records, these being supplemental to the lists carried in previous issues of BROADCASTING:

Chrysler Corp., Detroit
Citrus Soap Co., Los Angeles
General Petroleum Co., Los Angeles
Alfred W. McCann Laboratories, New York (Pure Food Laboratories)
Nyal Co., Detroit (medicine)
Perkins Products Co., Chicago (Kool-ade)
Purity Bakeries Corp., Chicago
Runkel Bros, Inc., New York (Runko Malt)
Salada Tea Co., Boston
E. R. Squibb & Sons, New York (Squibb drug products)
Wilkening Mfg. Co., Philadelphia (piston rings)

TITAN PRODUCTION Co., San Francisco, transcription producer, announces the following transcription accounts: The Eopa Co., San Francisco (Eopa poison oak remedy), placed on KTAB, Oakland, thru Frank Wright & Associates; Bellevue Hotel, San Francisco, two-minute recordings on beauties of San Francisco, placed on KFOX, KIEM, KTM and KMED, thru Scott Howe Bowen; Colonial Stores of Oklahoma, series on "The Iron House", placed direct for 13 weeks on KVOO and KOMA; Hagstrom Stores, Oakland, using "The Iron House" series on KTAB, thru Central Advertising Agency; M. J. B. Coffee Co., dance recordings, placed on KGU, Honolulu, thru Scott Howe Bowen.

E. B. SHIDELL, general manager of the Columbia Phonograph Co., New York, on July 17 inspected the Hollywood processing and pressing plant of Columbia. He said that extensive preparations for increasing its transcription activities would be advocated. Archie Josephson is manager of the sound-on-disc division in Hollywood.

J. W. ECCLESTON, Jr., Los Angeles agency, has placed the Si and Elmer detective series with 22 stations in 11 western states as sustaining programs. Recordings, Inc., Hollywood, did the recording.

FREEMAN LANG, Hollywood sound studios, is producing a series of transcriptions for Hearst papers on the Pacific coast with distribution in Montana, Washington, Utah, New Mexico, Arizona and California. "Funny Paper Man" series will be released to 27 stations, interviews with radio and screen stars to 13 stations and Prudence Penny household talks to 13. Deal was arranged through Los ANGELES EXAMINER.

LYLE E. WILLEY Sound Studios, 6050 Sunset Blvd., Hollywood, have started production with a series of 15-minute transcriptions for the Standard Homeopathic Co., Los Angeles (drugs). Station distribution will be done by Tom Wallace radio agency, 861 Seward St., Hollywood, under his trade caption of "Universal Transcription Features.'"

RICHARD BARRETT, Beverly Hills, Cal., producer and distributor of transcription programs, has launched a series of 15-minute programs called "This Day in History." Material will delve into history for episodes of 25, 50 and 100 years ago "today."

AGENCIES AND REPRESENTATIVES

RAYMOND SOAT, former president of National Radio Advertising, Inc., is now heading General Broadcasting Co., affiliated with Brunswick Phonograph Co., at 799 Seventh Ave., New York. He is engaged in transcription production and time brokerage. With him are Leonard Cox, former producer of the Main Street Sketches on WOR; C. O. Langlois, formerly with Scott Howe Bowen, and Hugh McNally, of Detroit.

EDWARD PETRY & Co., radio station representative, announces the addition of WBEN, Buffalo, and WDAE, Tampa, to the list of stations it now represents. Don Miller, formerly with Scott Howe Bowen, on July 1 joined the Petry sales staff, and Joe Spadea, former Detroit manager for Scott Howe Bowen, has gone to Detroit to open a branch office for Petry.

MARION KYLE, the past year operating the Fisher Kyle and Co. radio agency in Los Angeles, has become head of the radio advertising department of Dana Jones Co., Los Angeles agency.

NEEDHAM, LOUIS & BRORBY, Chicago, announces the appointment of Mrs. Helen Wing as director of radio programs.

LLOYD W. BAILLIE, vice president of J. Walter Thompson Co., New York, has been elected a director of the American Association of Advertising Agencies.

J. WALTER THOMPSON Co., Chicago, announces that M. V. Wieland, former vice president of Mitchell-Faust-Dickson & Wieland, Chicago, has joined its staff and that it will now handle the advertising of the Western Company (Dr. West toothbrushes).

JIMM DAUGHERTY, Inc., St. Louis, has been appointed to handle the account of Kathlen Mortan, Inc. (beauty preparations). A series of daily radio programs is being released throughout the middle west and southwest, and additional stations will be added as rapidly as arrangements can be made.

JAMES MARTIN, formerly radio director of Federal Advertising Agency, New York, has joined Thomas H. Reese & Co., New York, as radio account executive.

AUBREY, MOORE & WALLACE, Inc., Chicago, has been appointed the agency for Campana Corp., Batavia, Ill. (Italian Balm).

BOST, Inc., New York (toothpaste) has appointed Erwin, Wasey & Co., New York, to handle its advertising.

STUDIO NOTES

CERTIFICATES of merit were awarded KMPC, Beverly Hills; KMTR, Hollywood; KRKD, Los Angeles, and KFOX, Long Beach, by the Los Angeles city council late in June on behalf of the City Employes Association. Dick Connor, city hall reporter for KRKD, was given a similar award. The four stations broadcast the presentation ceremonies preliminary to a change in municipal administration.

KGB, San Diego, early in July inaugurated a weekly series for Stubbs Motor Corp., Ford dealers, under the caption "Heroes of the Navy." Series will not delve into history for big-time national heroes but will "cover the waterfront" of San Diego for material. Sketches will have to do with local naval incidents, stories of heroes who are now at the fleet base in San Diego or "home town" boys mentioned in dispatches for valor.

LOOKING forward to the best business year in its history, WCKY, Covington, Ky., has added the entire third floor of the WCKY Building there as offices and studios. These are now being remodeled in modern style and will be ready for occupancy by Aug. 30.

ONE AFTERNOON weekly members of the staff of WWNC, Asheville, N. C., visit one of the private sanitariums or the veterans' hospital nearby and stage a model radio program. G. O. Shepherd, station director, also acts as host to civic luncheon clubs in WWNC studios from time to time.

"WINDOW SHOPPERS" is the title of a new musical program which is interspersed with brief bits of news for housewives and homemakers, broadcast each week-day afternoon at 2 p.m., CST, over KMOX, St. Louis.

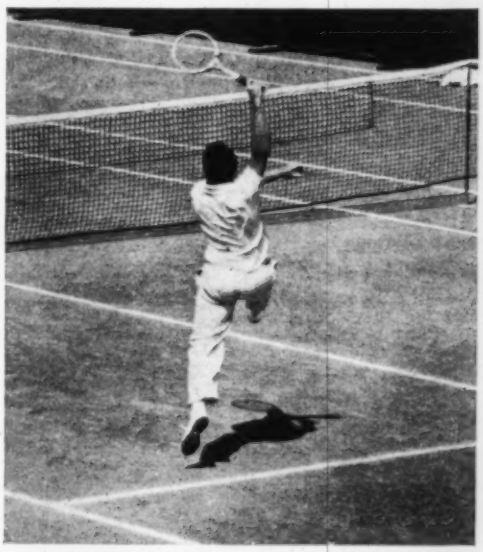
SUMMER "Symphonies Under the Stars", announced early in July as a series of Saturday night broadcasts over the Don Lee-CBS network, under sponsorship of Union Oil of California, was cancelled at the last moment. Switch was made over to the NBC-KGO network for the series, but sponsor withdrew and the broadcasts have been under way as a sustaining feature.

ADMITTANCE to the Saturday midnight "Barnwarming" programs of WHK, Cleveland, is obtainable only by a gift of some sort of non-perishable provision, such as canned fruit or vegetables, which are turned over to the Associated Charities. About 200 attend each week and are admitted to the "Sodbusters Club."

A GROUP of players at Summit, N. J., has taken a six months option on "Mme. Bonaparte", a four-act drama, written by Broughton Tall, literary research supervisor of WBAL, Baltimore, and plan to present it this summer. Mr. Tall is also author of "The General Builds a House", now on WBAL.

CJCS For Sudbury

GEORGE M. COOTES, who started in radio five years ago at CKOC, Hamilton, Ont., has secured authority of the Canadian Radio Commission to erect a new 1 kw. day and 500 w. night station at Sudbury, Ont., to operate on 780 kc., a U. S.-Canadian shared channel. Station is to be known as CJCS and Mr. Cootes expects to have it on the air on a 16-hour daily schedule by November. Mr. Cootes formerly was with the commercial staffs of CKOK, WJR and WMBC, Detroit.



5 TENNIS COURTS
in Championship Condition
await the Tennis enthusiast
coming to
THE N.A.B. CONVENTION
October 8, 9, 10, 11
at
THE GREENBRIER
WHITE SULPHUR SPRINGS
WEST VIRGINIA
America's Most Beautiful All-Year Resort

TIMES *are* BETTER In the Rochester Area

Latest figures show:

. . . a 12% increase in passenger car sales over the corresponding month of last year;

. . . a 13% increase in passenger car sales over the previous month;

. . . a 12% increase in post office receipts over the corresponding month of last year;

. . . a 27% gain in life insurance sales over the corresponding month of last year.

Many industries report as high as 25% gain in employment.

BROADCAST YOUR MESSAGE TO THIS PROSPEROUS AREA FROM

WHAM

THE 25,000 WATT STROMBERG-CARLSON STATION AT ROCHESTER

It covers an area of 250 miles in which are located New York State's leading industrial towns.

WHAM has complete talent facilities for originating programs, either local or for the NBC Blue Network with which it is associated.

Western Electric Double Turntable 33 1/3 R.P.M. lateral and vertical pick-up equipment.

Write for rates, open time and complete market data.

STATION WHAM

SAGAMORE HOTEL
ROCHESTER, N. Y.

Owned and operated by the
Stromberg-Carlson Telephone Manufacturing Company

Operating Power 25,000 watts

260.7 meters

1150 kilocycles

Clear Channel

Full Time

Associated NBC

ACTIONS OF THE

FEDERAL RADIO COMMISSION

JULY 16 TO JULY 29 INCLUSIVE

Applications . . .

JULY 16

WMCA, New York—Modification of license to change hours of operation from sharing with WPCH to unlimited; to consolidate WMCA and WPCH and delete WPCH.

WACO, Waco, Tex.—Modification of CP granted 5-31-33 to change transmitter location from 5 miles from Waco, to Amicable Life Bldg., Waco, and extend date of commencement.

WKEU, LaGrange, Ga.—License to cover CP granted 1-20-33 for new station, using 1500 kc., 100 w. specified hours.

WCFL, Chicago—Special experimental authorization to use unlimited time on 970 kc., to 2-1-34.

KXA, Seattle, Wash.—Special experimental authorization to use 250 w. experimentally sundown to 10 p.m.

JULY 19

NEW, Laconia, N. H.—CP for new station, exact location to be determined by tests, to use 1310 kc., 100 w., unlimited time; requests facilities WKAV, Laconia, N. H.

NEW, Erie, Pa.—Joseph S. Crawford and Leigh E. Ore for CP to use 1420 kc., 100 w., unlimited time.

KQV, Pittsburgh—Authority to determine operating power by direct antenna measurement.

KGDY, Huron, S. D.—Modification of CP granted 2-21-33 to extend completion date to 11-21-33.

WSBC, Chicago—CP to change location transmitter and studio, exact location to be determined, Hammond, Ind., change frequency, power and hours from 1210 kc., 100 w., specified hours, to 1360 kc., 1 kw., night, 1¼ kw. to LS; share with WGES (facilities vacated by WJKS, Gary, Ind.).

KGIW, Trinidad, Col.—CP to change transmitter and studio location to on LaVea Highway, near city limits, Alamosa, Col., and make changes in equipment.

Applications returned: NEW, John Howard Henninger, Reynoldsville, Pa.—CP to use 1420 kc., 50 w., unlimited time; NEW, Dothan Broadcasting Co., Inc., Dothan, Ala.—CP to use 1120 kc., 250 w., D; WGCM, Gulfport, Miss.—CP to increase power from 100 w. to 100 w. night, 250 w. to LS, increase in specified hours; NEW, Church of Christ, Stamford, Tex.—CP to use 1200 or 1210 kc., 100 w., D; KFPL, Dublin, Tex.—CP to make changes in equipment and increase D power to 250 w.; NEW, G. W. Schleicher, San Francisco—CP to use 930 kc., 1 kw., unlimited hours.

JULY 23

WEED, Greenville, N. C.—Modification of CP granted 6-16-33 (new station), changes in equipment, change street address of studio, extend date of commencement.

WPTF, Raleigh, N. C.—Modification of CP granted 6-9-33 to extend dates of commencement and completion to 8-19-33 and 11-19-33 respectively.

KRGV, Harlingen, Tex.—Modification of license to change hours of operation from shares equally with KWWG to unlimited; requests facilities of KWWG, Brownsville, Tex.

WKBB, East Dubuque, Ill.—Modification of CP granted 10-21-32 to change transmitter and studio one mile from proposed location, change equipment, amended to change specified hours.

WIBA, Madison, Wis.—CP to move transmitter from Madison to Burke, Wis. make changes in equipment, change from 1280 kc., 500 w., 1 kw., LS, unlimited time to 720 kc., 2 kw. share with WGN (facilities of WGN, WHA and WLBL) amended to change proposed transmitter location to one mile northwest of Waunakee, Wis.

WIAS, Ottumwa, Ia.—CP to change equipment, frequency, power and hours from 1310 kc., 100 w., unlimited to 780 kc., 250 w., D.

Applications returned: WCAP, Asbury Park, N. J.—Special experimental authorization to increase power from 500 w. to 1 kw. experimentally for 90 days; W. E. Barclift, P. L. Barclift, and F. E. Barclift d/b as Tuscaloosa Broadcasting Co., Tuscaloosa, Ala.—Either to move WPFB from Hattiesburg, Miss., to Tuscaloosa, Ala., or for new station requesting facilities WPFB; WJBY, Gadsden, Ala.—Consent to involuntary assignment of license from Gadsden Broadcasting Co., Inc., and CP to move transmitter and studio locally.

JULY 25

WMSG, New York—Consent to voluntary assignment of license to Standard Cahill Co., Inc.,

WCDA, New York—Consent to voluntary assignment of license to Standard Cahill Co., Inc.,

WIND, Gary, Ind.—CP to move transmitter from 540 N. Lake St., Gary, to two miles from center of Gary.

Applications returned: WSAR, Fall River, Mass.—CP to move transmitter and studio from 32 N. Main St., Fall River, Mass. to Crowninshield Shipyard, Town of Somerset, Mass. and 1 South Main St., Fall River, Mass., respectively; make changes in equipment and increase power from 250 w. to 250 w. night and 500 w. D experimentally; WHBY, Green Bay, Wis.—CP to make changes in equipment, change frequency from 1200 to 990 kc., and increase power from 100 to 500 w. (facilities of WLBL, Stevens Point, Wis.; WJJD and WGES, Chicago); NEW, Korn Krib General Mercantile Store, Cromwell, Okla.—CP to operate on 1250 kc., 15 w., unlimited time; NEW, C. C. Crawford, Haynesville, La.—CP to operate on 1200 kc., 50 w., specified hours (facilities of KMLB, which are not being used).

JULY 29

WLEY, Lexington, Mass.—CP to move transmitter and studio from Lexington to Lowell, Mass., and change hours from specified to unlimited.

WSAZ, Huntington, W. Va.—Special experimental authorization to operate with 500 w. in addition to 500 w. regular power from 8-1-33 to 2-1-34.

WGCM, Gulfport, Miss.—CP for new equipment, increase power from 100 w. to 100 w. night, 250 w. D and increase hours.

WBHS, Huntsville, Ala.—CP to change frequency from 1200 kc. to 1500 kc., move transmitter and studio from Huntsville to Durham, N. C., and increase hours from 6/7 time to unlimited.

KIEM, Eureka, Cal.—Modification of license to change hours from D to unlimited.

Application returned: KJBS, San Francisco, Cal.—Special experimental authorization to operate from 12:01 a.m. to 6:30 p.m. daily with 100 w. power. (Rules 6 and 116.)

Decisions . . .

JULY 18

WINS, New York—Granted license covering move of transmitter from Astoria, N. Y. to Carlstadt, N. J.; 1180 kc., 500 w., limited time.

WBHS, Huntsville, Ala.—Granted authority to remain silent until Sept. 1, pending rebuilding of studios destroyed by fire.

WKBF, Indianapolis—Granted 30-day extension of special authority from July 18 to operate transmitter at new location pending decision on applications filed.

JULY 21

WFQD, Anchorage, Alaska—Granted modification of license to change frequency from 1230 to 600 kc.

KGKB, Tyler, Tex.—Granted CP to make changes in equipment and move transmitter within building.

WMIL, Brooklyn, N. Y.—Granted modification of CP to extend completion date to Oct. 1.

WKBF, Indianapolis,—Granted modification of CP to change location of transmitter locally near Indianapolis, and granted license covering same; 1400 kc., 500 w., specified hours; also granted authority to install automatic frequency control.

KICK, Carter Lake, Ia.—Granted license covering removal of station from Red Oak to Carter Lake, Ia., 1420 kc., 100 w., unlimited time.

WIND, Gary, Ind.—Granted license covering change in equipment and reduction in D power; 560 kc., 1 kw., unlimited time.

WAGM, Presque Isle, Me.—Granted modification of license to reduce specified hours.

WJZ, New York—Granted extension of special experimental authority to operate with 50 kw. power, for six months from Aug. 1.

KXA, Seattle —Granted extension of special experimental authority to operate from sundown to 10 p.m., 250 w. power, for six months from Aug. 1.

WCFL, Chicago—Granted renewal of special experimental authority to operate unlimited time experimentally on 970 kc., for six months from August 1.

WLVA, Lynchburg, Va.—Granted extension of special authority for an indefinite period to operate without plate voltmeter pending repair.

WJJD, Mooseheart, Ill.—Granted renewal of special authority to begin operation at 5:30 p.m., CST, on account of daylight saving time.

WODX, Springhill, Ala.—Granted authority to remain silent until Sept. 10, in order to work on equipment.

Temporary license renewals were the following, subject to action on renewal applications: WHAS, WJJD, WORK, WOWC, WRAX, WRUF, WWL, WWVA, KWKH and KYW.

WOWO, Ft. Wayne, Ind.—Granted special temporary authorization to operate simultaneously during D with WWVA, subject to action on renewal application.

WWVA, Wheeling, W. Va.—Granted same as above, except to operate simultaneously with WOWO.

KSOO, Sioux Falls, S. D.—Granted special temporary authorization to continue operation daily until 6:30 p.m., CST, and on Sunday nights beginning at 9:30 p.m., CST, with reduction of power to 1 kw., subject to action on application for renewal.

KMMJ, Clay Center, Neb.—Granted special temporary authority to operate from 5 to 6 a.m., CST, until this period is required by WSB, but no later than Feb. 1, 1934, and on condition that licensee agrees to and will cease operation during said period at any time without a hearing, upon five days' notice.

WSAI, Cincinnati—Suspended grant for CP for new equipment and increase in operating power from 500 w. night and 1 kw. day to 1 kw. night and 2½ kw. day and designated application for hearing because of protest of WSPD, Toledo, Ohio.

WJSV, Alexandria, Va.—Suspended grant made June 16, to operate until Nov. 1, because of protest of WHOM, Jersey City, N. J., and application for regular license designated for hearing; pending outcome of hearing station will operate under special temporary authority.

WIND, Gary, Ind.—Designated for hearing application for renewal of license because of applications filed for facilities.

Set for hearing: NEW, Donald E. Bean & Wendell S. Clark, Danbury, Conn.—CP to operate on 1310 kc., 100 w., D; NEW, The Lebanon Broadcasting Corp., Lebanon, Pa.—CP to operate on 1500 kc., 50 w. D; NEW, Clyde D. Smith & R. W. Lautzenheiser, Las Vegas, Nev.—CP to operate on 1420 kc., 100 w., D (facilities of KGIX); KGIX, Las Vegas, Nev.—Involuntary assignment of license from J. M. Heaton to Clyde D. Smith and R. W. Lautzenheiser, d/b as Vegas Broadcasting Co; WGNY, Chester Township, N. Y.—Modification of license to change hours of operation from specified to sharing equally with WJBI, WFAS and WGBB; WFBR, Baltimore—Modification of license to increase power from 500 w. to 1 kw; WNBH, New Bedford, Mass.—Modification of license to change frequency from 1310 kc. to 1200 kc.; WTAR, Norfolk, Va.—Modification of license to increase operating power from 500 w. to 1 kw. (facilities of WPHR); WKZO, Kalamazoo, Mich.—Modification of license to increase hours of operation from D only to unlimited using 250 w. night, 1 kw. D; WBHS, Huntsville, Ala.—Modification of license to increase hours of operation from sharing with WFBC: WBHS 6/7 time, WFBC 1/7 time, to unlimited; KWKC, Kansas City, Mo.—Modification of license to increase hours of operation from specified to unlimited; KGDM, Stockton, Cal.—Modification of license requests increase in hours of operation from D only to D and from 12 midnight to 6 a.m. daily (facilities of WPG and WLWL).

WMAS, Springfield, Mass. (Ex. Rep. 487)—Granted CP to install new equipment and increase power from 100 w. to 250 w. D; station to operate on same frequency (1420 kc.) and same night power (100 w.) sustaining Examiner Yost.

WBAL, Baltimore—Granted 30-day authority to operate 1 kw. auxiliary transmitter for testing while moving old transmitter to new site.

JULY 25

KUSD, Vermillion, S. D.—Granted authority to remain silent until Sept. 18.

KFNF, Shenandoan, Ia.—Granted extension of special authority to use time assigned but not used by KUSD and WILL during August.

JULY 28

WACO, Waco, Tex.—Granted modification of CP to extend commencement date to at once and completion date to Dec. 30, 1933.

WSEN, Columbus, O.—Granted license authorizing local move of transmitter; 1210 kc., 100 w., unlimited time.

WEHC, Charlottesville, Va.—Granted consent to voluntary assignment of CP to Community Broadcasting Corp.

WGN, Chicago, Ill.—Granted temporary renewal of license and designated application for hearing; also same for auxiliary transmitter.

WSFA, Montgomery, Ala.—Granted special temporary authority to operate from 7:45 p.m. to 12 midnight, CST, for period ending Sept. 10, 1933, provided station WODX remains silent.

WEW, St. Louis, Mo.—Granted extension of special authority to discontinue operation except to broadcast all government reports, from Aug. 1 to Sept. 1, 1933.

Set for hearing: NEW, Muskegon, Mich.—Nicholas Kuris for CP for new station, 1200 kc., 100 watts, D; NEW, Ulrichesville, O.—Willard C. Demuth for CP for new station, 1370 kc., 100 w. D; KOIN, Portland, Ore.—CP to make changes in equipment and increase D power from 1 to 2½ kw.; KECA, Los Angeles, Cal.—CP to move transmitter locally; change frequency from 1430 to 780 kc.; increase D power from 1 to 2½ kw.; use present auxiliary transmitter of KFI modified. (Facilities formerly assigned to KGEF); WIBA, Madison, Wis.—CP to change location of transmitter, make changes in equipment; change frequency from 1280 to 720 kc.; increase power from 500 watts Night 1 kw. D to 25 kw., and change hours of operation from unlimited to sharing with WGN (facilities of WGN, WHA and WLBL).

KGBX, Inc., Springfield, Mo.—The Commission reconsidered its action of June 30, by which it granted in part the application of KGBX, and granted station authority to operate from sunset to midnight, CST. Commission also set for hearing and suspended previous grant of application for voluntary assignment of license of KGIZ, Grant City, Mo., to KGBX, on protests of A. Craig Siegfried and Max A. Kramer.

WPG, Atlantic City, N. J.—The Commission reconsidered its action of July 11 in granting regular license, and granted a temporary renewal of license and designated application for hearing because facilities applied for.

WSAZ, Huntington, W. Va.—Granted renewal of license, 1190 kc., 500 w., limited time, sunset WOAI; also granted special experimental temporary authority to operate with an additional 500 watts power.

KFAC, Los Angeles, Cal.—Granted special temporary authorization to operate unlimited pending Commission decision on application requesting a change of hours to unlimited. This special authority in no event is to extend beyond 3 a.m., EST, Nov. 1, 1933.

La Presse Buys CHLP

PURCHASE of the French-language newspaper, the MONTREAL LA PATRIE, by the MONTREAL LA PRESSE, operator of the 5 kw. clear channel CKAC, one of Canada's pioneer stations, was announced July 19. The purchase includes taking over LA PATRIE'S 100-watt CHLP, erected less than a year ago. The two stations will continue to be operated separately, though probably from the same studios. Phil La Londe is director of CKAC, having succeeded J. Arthur Dupont when the latter joined the staff of the Canadian Radio Commission. H. George Gonthier is director of CHLP.

Opens Service Bureau

FINA C. HOWELL, for the last three years assistant to Gerald C. Gross, chief of the international and interdepartmental relations sections of the Radio Commission's engineering division, has established a radio service bureau to handle contacts with the Commission. She left the Commission July 1, and has taken offices in the Navy League Building, opposite the Commission's new offices. Mrs. Howell was an interpreter with the American delegation at both the Madrid and Copenhagen radio conference.

Canada-U. S. Exchange

CBS has arranged a series of exchange programs with the Canadian Radio Commission to start Aug. 7. CBS will send "Andre Kostelanetz Presents" each Monday from 9 to 9:30 p.m., EST, and Howard Barlow and the Columbia Symphony Orchestra with Nino Martini each Tuesday from 8:30 to 9 p.m., EST. Canada will respond with "The Singing Strings" every Saturday at 9:30 p.m., EST.

All Accounts Renew

ONE HUNDRED per cent renewal of all old accounts is the impressive achievement of NBC's Pacific Coast division, as reported by the San Francisco correspondent of BROADCASTING. With the renewal of Safeway Stores Inc. for the Eddie Peabody weekly show, the network has re-signed every one of its coast and San Francisco sponsors, and in some cases, i. e., Standard Oil of California, has sold more time than before.

PRIMROSE House, New York (cosmetics) is placing a series of spot programs on selected stations through Erwin, Wasey & Co., New York.

Examiners' Reports . . .

WMBD, Peoria, Ill; WTAD, Quincy, Ill. —Examiner Walker recommended (Report 493; Dockets 1951, 2018 and 1918) that the application of WMBD for unlimited time on 1440 kc. be denied, that WTAD be granted a renewal of license but be denied a CP to move to East St. Louis, Ill.

WGNY, Chester Township, N. Y.—Examiner Hill recommended (Report 495; Docket 2061) that application for modification of license to increase power from 50 to 100 w. be granted.

EQUIPMENT

TEN single-dialed, high precision short wave National Co. receiving sets, with tuning ranges from 1,500 to 20,000 kc., have been ordered by the Radio Commission for policing services, replacing the obsolete multi-dialed sets at the monitoring stations at Boston, Baltimore, Atlanta, Portland, Ore., San Pedro, Cal., San Francisco and Grand Island. One will be used in Washington, and the other two will be held as spares.

AN INGENIOUS audition panel has been installed at KFWB, Hollywood, so that Gerald King, manager, may tune in any competitive station or the studios of KFWB. Four Philco standard radios and one Philco long and short wave receiver comprise the major parts of the panel, which was built by KFWB technicians under the supervision of Leslie Hewett, chief engineer.

NEW and modernized tuning house equipment has been installed at WBT, Charlotte, N. C. The previous tuning house coils were destroyed some time ago by a bolt of lightning. WBT also had previously altered its antenna system to the "T" type radiator.

Mexican Conference

(*Continued from page 12*)

other agents at the Regis Hotel, where the American delegation is stopping.

In addition to Judge Sykes, the American delegation consists of Rep. S. O. Bland, (D.) Virginia, and Roy T. Davis, Minister to Panama. The technical advisors are Dr. Irvin D. Stewart, State Department; Dr. C. B. Jolliffe, chief engineer; Lieut E. K. Jett, assistant chief engineer; A. D. Ring, assistant chief broadcast engineer, and G. C. Gross, short wave engineer—all of the Commission staff. A secretary, four translators and three clerks complete the American group.

Canada's Delegation

CANADA is represented by Radio Commissioner W. Arthur Steel and Comdr. C. P. Edwards, chief engineer of its Commission. Other countries represented are Costa Rico, Cuba, El Salvador, Guatemala, Honduras and Nicaragua. Panama and Nova Scotia had been invited to participate but did not send representatives.

Among others attending the conference as observers are James W. Baldwin, special representative of the NAB; C. W. Horn, NBC general engineer; Paul M. Segal, radio attorney and general counsel of the American Radio Relay League, representing amateurs; W. G. H. Finch, official of the Hearst radio interests, and Arthur J. Costigan, traffic manager of Radiomarine Corporation of America. Arthur W. Scharfeld, Washington radio attorney, is spending his honeymoon in Mexico City.

All sessions of the conference are closed. Both Spanish and English are the official languages.

A number of members of the American delegation, as well as observers, have been ill, due mainly to the high altitude of Mexico City and the change in food and water. Delegate Bland has been ill almost since his arrival. Among others on the sick list are Mr. Segal and several of the State Department assistants. Mrs. Scharfeld also has been ill.

Real Radio Drama

AN EXPLOSION of a locomotive at Omaha July 18 coincided strangely with an anticipated railway collision in the General Tire Company's NBC feature, "Lives of Stake", and startled the staff of WOW, then listening in. Thirteen minutes later John K. Chapel, announcer, scooped the city by broadcasting the first news of the disaster. Another descriptive broadcast preceded the extra editions of the newspapers.

Commission's Monitors Will Check Frequencies On After-Midnight Plan

AN AFTER-MIDNIGHT operating schedule for all broadcasting stations, staggered during the first week of each month, has been established by the Radio Commission so that its frequency monitoring stations can measure each station's frequencies at least once or twice each month. The new schedule was necessitated by the closing of several monitoring stations on account of reduced appropriations and personnel.

All stations within measurable range of monitoring stations, the announcement states, will be checked once or twice monthly during the regular broadcasting periods of the stations. Approximately 300 stations will be required to maintain operating or silent schedules between midnight and 6 a.m. during the first week of each month so their operating frequencies can be measured at long range without interference.

During the after-midnight schedule, the call letters of the station being monitored must be announced every three minutes. Stations found well within the authorized tolerance by rough checks will not be measured accurately, while those found operating beyond the limits of the tolerance will be measured accurately and notified of deviations. The Commission has sent to all stations the after-midnight schedule, giving the day and time of operation, frequency, call letters and locations.

WBAL, Baltimore, is now operating its new transmitting station with a vertical type antenna in Sudbrook Park, Baltimore suburb.

Eliminating Harmonics

(*Continued from page 13*)

cies. It is therefore desirable to ascertain which will give lowest coupling for harmonic frequencies. In general, series coupling should be inductive and parallel coupling capacitive.

Experimentation with the excitation of various stages may result in considerable improvement. The harmonic output increases with increased grid excitation.

Reversing connections to antenna or any tank circuit inductance may affect the harmonic output materially by accomplishing a more symmetrical circuit and better operation of the tubes.

Where it is found that a harmonic is causing interference at some particular fixed point, it may be possible to entirely overcome the interference by changes in the antenna due to the directional characteristics of high frequencies both in the horizontal and vertical planes. Interference caused at a remote point will be entirely due to sky wave propagation. Such an interfering signal, although of low intensity, may be capable of considerable interference even though the result of a small current in the antenna circuit. Anything which alters the radiation pattern may result in reduction of such interference, such as various designs, electrical length, etc. Where the expense is warranted, it will be advisable to communicate with an observer located at the receiving station where the interference is objectionable, during a considerable period, for example, by long-distance telephone, in order to obtain instantaneous reports of the effect of making various changes.

A shunt trap in the last radio stage may be of advantage. It is preferable to shield such a trap so as to avoid coupling to the radiating system. Also, the point where the tank circuit is grounded may be altered to improve conditions.

Improper termination of the transmission line often results in the radiation of excessive harmonic interference. This radiation may take place directly from the transmission line due to the existence of standing waves. If proper termination does not reduce such radiation, it may be grounded out by installing a third wire between the two transmission lines, connecting this third to earth at numerous points.

RCA

FREQUENCY MEASURING SERVICE

Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.

MEASUREMENTS WHEN YOU NEED THEM MOST

R. C. A. COMMUNICATIONS, INC.

Commercial Department

A RADIO CORPORATION OF AMERICA SUBSIDIARY

66 BROAD STREET NEW YORK, N. Y.

Quick Economical Results for Classified Advertisers

•

BROADCASTING'S complete coverage of the radio broadcasting industry is your assurance of reaching the largest number of prospects for what you want to buy or sell.

HELP WANTED

You may choose a new employee from numerous experienced applicants if you insert a Help Wanted classified ad in BROADCASTING.

SITUATIONS WANTED

Outline your experience and qualifications in a classified ad in BROADCASTING. Some station needs you—reach your next employer through BROADCASTING. Others have done it with success.

WANTED TO BUY

If you would like to buy some used equipment, insert a classified ad in BROADCASTING and choose from several attractive offers.

FOR SALE

Equipment that you are not now using may be readily converted into cash. Just tell station managers and engineers what you wish to sell. Do it with a classified ad in BROADCASTING.

REPAIR SERVICES

Do you repair microphones, tubes or other station equipment? There is more business for you if you outline your services to stations through a classified ad in BROADCASTING.

•

Copy should reach this office five days prior to date of publication. Classified ads do the job quickly and economically. 7c per word—cash with order.

•

BROADCASTING
Broadcast Advertising

870 National Press Bldg.,
Washington, D. C.

Continuity Writing

(*Continued from page 20*)

shrewd advertising to call attention to those things which the public does not expect or does not find in another place.

Strikes False Note

ANOTHER EXCERPT from the same copy: "For dessert, we suggest strawberry chiffon pie. It's new and different . . . made of fresh strawberries, covered first with a fluffy, tinted cream and then with whipped cream. And you get a generous slice, too."

In this paragraph, one false note strikes a pronounced discord, illustrating how an apparent trifle may ruin the effect of an entire announcement. The word, "tinted", is wrong. The average person dislikes the idea of eating artificially-colored food which the word "tinted" naturally suggests. Moreover, the picture of the strawberry chiffon pie could be made much more inviting by omitting the mention of its newness and the generosity of the slice and by focusing the attention on the idea of the food itself. "A rich, flaky pastry shell, filled with a layer of fluffy creaminess, generously laden with sweet, full-ripened, fresh strawberries, and a layer of whipped cream topping it all." Give a listener that picture and he is not likely to care whether or not it is a new pastry, nor whether he gets a generous slice. He will be hungry for the *taste* of it.

The competent, experienced advertising man is familiar with these facts. He knows that an advertisement is printed or announced for the purpose of producing a certain definite effect upon other human beings. He knows that it is difficult enough, once you have decided upon the effect, to construct the advertisement exactly to that purpose. It is an art worthy of the finest minds. But the difficulty approaches impossibility when the author boldly approaches his typewriter without any clear idea of "what to say."

Radio stations must face the fact that nowhere is broadcasting any longer a novelty. A great deal of study must be given to making advertisements worthy of being heard. Otherwise they will not be heard, in spite of the attention-focusing advantage radio has over other advertising forms.

A man is not qualified, by reason of his ability to speak English and find keys on a typewriter, to write effective radio continuity. This writing must be done eventually by experts who bring to the business a broad knowledge of the psychology of advertising and selling and a facility with words that will enable them to use that knowledge. There will be men capable of doing this when the importance of it is generally recognized.

SUMMER MALADY
Commissioners Urge Listeners To Tune Down Sets

RADIO "summer complaint", or the unrestrained use of the loudspeaker late at night to the annoyance of the user's neighbors, has been so serious this year that two Radio Commissioners have seen fit to make public statements about it. Both Acting Chairman Brown and Commissioner Lafount have advised listeners to keep their sets in low gear during the open window season, lest they unduly disturb their neighbors. Both pointed out, too, that the Commission has no authority to regulate the volume of the listener's set. Col. Brown suggested that stations might help the situation by urging listeners to tune down their sets at late hours.

GILMORE OIL Co., San Francisco, is supplementing its radio campaign with a big space campaign along the Pacific Coast in the interests of its new Fortified gas.

PROFESSIONAL DIRECTORY

JANSKY and BAILEY
Consulting Radio Engineers
Commercial Coverage Surveys
Allocation Engineering
Station and Studio Installations
Engineering Management
National Press Bldg. Wash., D. C.

T. A. M. CRAVEN
Consulting Radio Engineer
Allocation Engineering
Commercial Coverage Surveys
Antenna Installations
Complete Engineering Surveys
National Press Building,
Washington, D. C.

GLENN D. GILLETT
Consulting Radio Engineer
Synchronization Equipment Design. Field Strength and Station Location Surveys
Antenna Design Wire Line Problems
National Press Bldg. Washington, D. C.
N. Y. Office: Englewood, N. J.

RADIO RESEARCH CO., Inc.
Broadcast Station Engineering
Instrument Design and Manufacture
9th and Kearny Sts., N. E.
Washington, D. C.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.

Forms close 28th and 13th of month preceding issue.

Help Wanted

Attractive proposition to young man with excellent sales ability to operate 100 watt station in city of 125,000. Give reference and past earnings. Box 107, BROADCASTING.

Situations Wanted

Station manager with extraordinary success record, desires similar connection with reputable station. Address Box 106, BROADCASTING.

Broadcast Operator four and one-half years' radio experience. Experienced on 5 and 50 kw. and television. Go anywhere. Good references. Address Box 108, BROADCASTING.

Commercial Credits

(*Continued from page 9*)

meant commercial failure to many a highly entertaining program from the public's point of view.

Radio in its comparatively few short years has made vast strides. Better broadcasting, better reception, better entertainment, has followed through from year to year. Still, in the face of constant improvement—the commercial credit generally remains the same, just another dose of an orderly one-minute talk before and after the entertainment.

Coming from a producer of radio entertainment, it may seem strange to the readers of this article that so much stress is laid upon the commercial credit. As a producer of varied experience, the writer recognizes that "the play's the thing" and that an ideal radio program is one which by its entertainment value collects a large audience and by its quality reflects prestige upon its sponsor. However, an equally important element is the judicious featuring of the name of the sponsor, the placing of a vital effective selling message in such a part of the program that it is pleasantly received by the audience and effectively becomes part of their knowledge. It is really this element that transforms a radio program into an advertising campaign.

Merchandising Essential

IN THESE days of curtailment, no program is complete without a definite point of purchase—business building tie-in. Direct mention over the air of a sponsor's product focuses the attention of listeners on that product in preference to others. This in itself, however, is institutional and not enough! Therefore—radio merchandising.

The successful radio producer of today must be a master showman, a mass psychologist and merchandising man. In order to carry on successfully for advertising agencies and sponsors, the radio producer must operate departmentally. Behind every program must be the combined effort of specialists in the various departments, i. e.—program, production, management, commercial, copy, and merchandising departments. Radio is an individual advertising problem and must be treated by specialists rather than by the adapted efforts of advertising men.

Kruschen Order

AN ORDER to stop representing that its "Kruschen Salts" constitutes a cure or remedy for obesity, or that it will of itself reduce excess fat, was issued July 27 by the Federal Trade Commission against the E. Griffiths Hughes, Inc., Rochester, N. Y. (proprietary preparations). The company also was told to cease asserting that its "Radox Bath Salts" have therapeutic value. The products, the Commission contended, were advertised extensively in newspapers and magazines of nation-wide circulation.

THE SOUTH OVER-RUNS *the* TOW ROPE

Lots of good marketing men wonder why the South makes such quick and early recoveries from depression. It is really very simple. Cotton is our tow-rope, and its price begins to climb early in the game.

Now cotton is only a tithe of the South's wealth. But we have enshrined it. When it rises, we rise too. And we over-run the tow-rope. We travel much further and faster than we should if cotton were our only impetus. We do it because, with the rise of cotton, our other sources of wealth swing into line. The price of cotton has been rising all Summer. We have gone into action. We are buying again. And, as it has happened so often before, we are a good market again—sooner than other sections.

That is the primary WSM market. For that market you pay a low rate. The great national market that also responds, night after night, to WSM's 50,000-watt signal is pure velvet.

If you want figures, we'll load you down with them. WSM response, with cash orders in the envelope and on the counter, amazes even us, constantly. The figures show how shrewd it is to buy WSM.

The WSM one-price policy makes buying shrewdness unnecessary.

Owned and Operated by
THE NATIONAL LIFE & ACCIDENT INSURANCE COMPANY, INC.
NASHVILLE, TENNESSEE

EDWARD PETRY AND COMPANY
Exclusive National Representatives
NEW YORK, CHICAGO, ATLANTA, SAN FRANCISCO

Cleared Channel — Unlimited Time

WSM

NBC Affiliate — 50,000 WATTS — 650 Kilocycles